

Mr. Showman:

LORD JIM comes to you as the most widely-publicized and pre-sold production of the year. Since its World Premiere in February, 1965, leading publications throughout the world have hailed this Richard Brooks film. National magazines like 'Life' and 'Saturday Evening Post', leading Sunday supplements like 'This Week,' 'Parade' and 'Family Weekly' have given over their covers to LORD JIM. Editors of newspapers across the country have devoted space to long-range treatment of the film, and network as

well as local radio and television have devoted valuable broadcast time to the picture and its stars.

As a result of this unprecedented advance recognition of LORD JIM, audiences everywhere — and that includes those in your community! — are well aware of the film. There is much for you to work with, and to build on, to make LORD JIM one of your greatest boxoffice pictures.

LORD JIM is big . . . YOU CAN MAKE IT BIGGER!

Complete! Intact! Every spectacular scene! Direct from its record roadshow engagements!

TODAY Lord Jim

EXPLODES ON THE
SCREEN WITH ALL
ITS BREATHTAKING
ADVENTURE!

Lord Jim

A Film by RICHARD BROOKS

STARRING

PETER O'TOOLE JAMES MASON CURT JURGENS
AS LORD JIM

ELI WALLACH JACK HAWKINS PAUL LUKAS

CO-STARRING

AKIM TAMIROFF

with DALIAH LAVI AS 'THE GIRL'

Based on the novel by JOSEPH CONRAD • Music by BRONISLAU KAPER

Written for the screen and Directed by RICHARD BROOKS

A Columbia Pictures Release-Keep Films Co-Production

Filmed in SUPER PANAVISION 70® • TECHNICOLOR®

ORIGINAL SOUNDTRACK ALBUM AVAILABLE ON COLPIX RECORDS

"Peter O'Toole gives a terrific performance! A worthy successor to 'Bridge On The River Kwai' and 'Lawrence of Arabia'!"

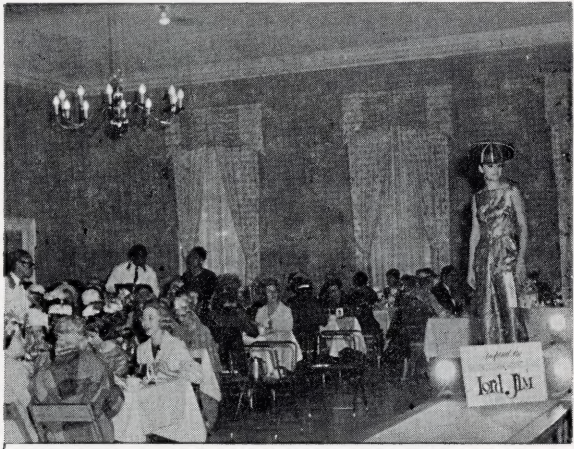
—Los Angeles Times



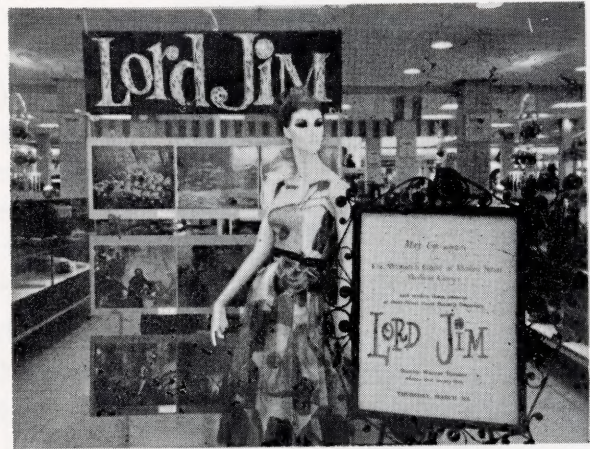
Ad No. 501—690 Lines—5 Cols. x 9 7/8 Inches

COLUMBIA PRESSBOOK

'LORD JIM' ATTRACTS STORES AND WOMEN!



One of a number of "Lord Jim" style shows held by Julius Garfinckel & Co., high-style department store of Washington, D. C., in that city and surrounding suburbs. Store's fashion coordinator described the garments worn by the models, and also plugged picture and playdate.



Shown, one of many in-store displays for "Lord Jim" arranged with the May Co., Los Angeles department store. This display, in May's West Los Angeles store, uses title treatment and color photographs from the picture to background a mannequin and playdate announcement.

'The Look That Strikes Gold' TV Featurette

The "Lord Jim" fashion promotion described on previous page has led to an interesting 5-minute television featurette—"The Look That Strikes Gold" — for the use of shows aimed at women audiences, especially. Featurette is 16mm, of course, and silent; it comes with a mimeographed script for the use of television personality airing the film, thus lending her program additional importance. Order "The Look That Strikes Gold" television featurette from your Columbia exchange.



Shown above is a particularly attractive window, one of many arranged by the May Co., of Los Angeles, in its downtown and suburban stores.

Arnold Constable window on 5th Avenue, New York, plugging 'Rogue's Gold' cosmetics by Dorothy Gray, tied-in with the "Lord Jim" engagement. The department store also used "Lord Jim" posters in its interior display around the Dorothy Gray cosmetics and the Richard Brooks film.



Above, the "Today With Inger" afternoon show over WRC-TV, in Washington, D. C., tells about "Lord Jim" and the fashions it inspired.



Other 'Lord Jim' Windows

Two more of the many 'Lord Jim' windows on Fifth Avenue, in New York, are shown here. Note use of film itself, as a decorator item.



JOSEPH CONRAD'S 'LORD JIM'

One of the masterpieces of English literature, Joseph Conrad's "Lord Jim" has long been on the required reading list in colleges and high schools throughout the world.

At least ten paperback editions of "Lord Jim" will be in distribution at the time of the picture's release, with three of the latest—the Bantam, Signet and Pocket Books editions—featuring movie art on the covers. Publication of these editions will raise the total number of copies of the book in circulation by at least another million. In addition to the three mentioned above, other publishers of soft cover editions include: Riverside Editions, Collier Books, Holt, Rinehart & Winston, Dell's Laurel Editions, Barron's Educational Series, Cliff Publications and the American RDM Corporation's critical analysis of "Lord Jim."

There also are dozens of hardcover editions of "Lord Jim" stocked in book stores in every part of the globe, three of the better-known publishers being Doubleday's, Random Modern Library and Grossett & Dunlap. These editions in themselves represent tens of thousands of copies.

Go after every outlet for the books in promoting your playdate of the picture. Contact paperback book distributors for local advertising, including truck posters, newsstands and book stores for window streamers and tack cards with theatre credits.

- Use one of the ads for the picture on a locally-prepared book mark to be distributed through book stores, libraries, schools and magazine distributors.

- Blow up pages of the book for a lobby display with ribbons tied to stills illustrating the described action.

- Have libraries conduct a Joseph Conrad Week, with displays of Conrad's works and featuring "Lord Jim."

- Have a deejay request listeners to loan their editions of Conrad books to the theatre for a newsworthy photo of the collection.

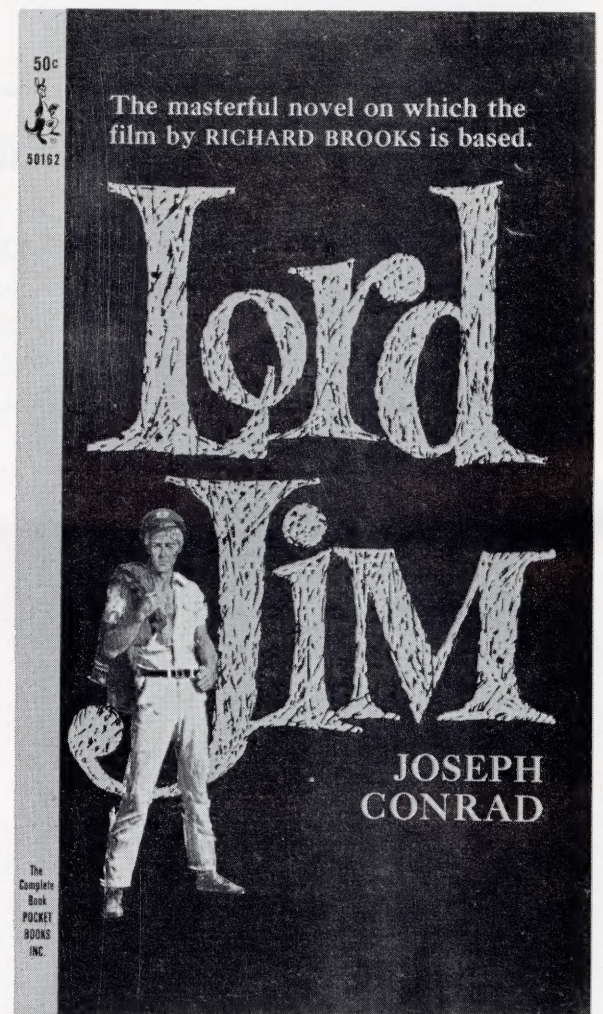
- Suggest column mentions in local papers on Joseph Conrad and his writing of "Lord Jim."

- Be sure all newspaper/radio and TV personalities receive copies of "Lord Jim," with imprinted credit.

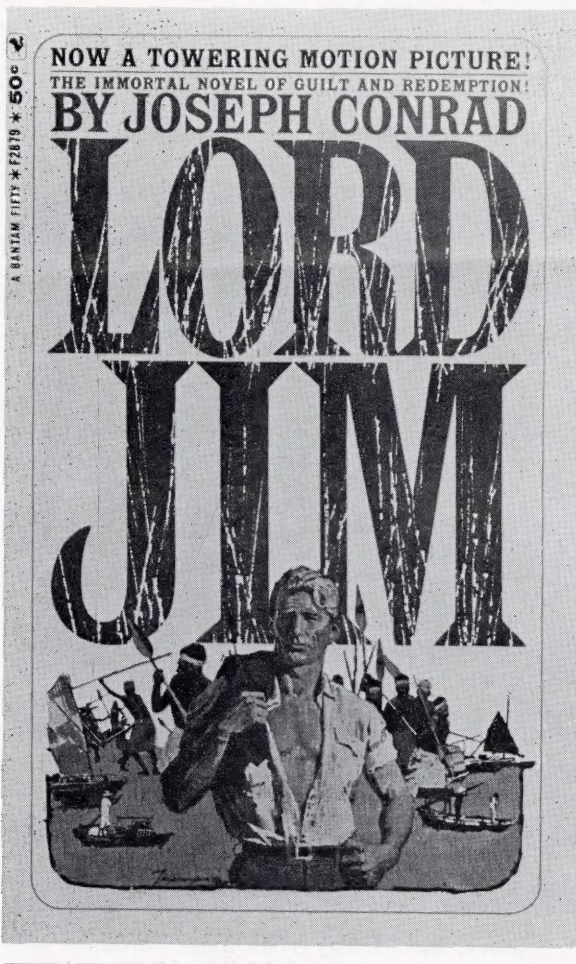
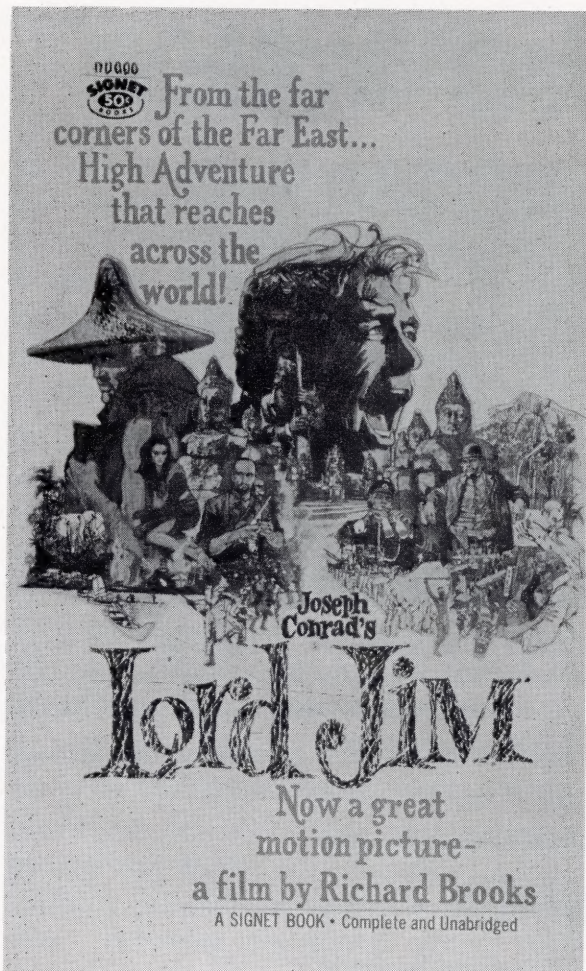
- Use torn out pages of a paperback edition, rubber stamped with theatre and playdate, as throwaways.

- Post a one, three or six-sheet poster as background for a display of "Lord Jim" editions in variety and other store windows.

- Make sure of special displays in school and college libraries, with bulletin board postings and English Department cooperation in every way possible.



Modern Library has prepared a wraparound band for its hardcover "Lord Jim" edition, while paperback book publishers are distributing rack cards and window strips. Talk to all the book distributors in your territory about their 'Lord Jim' material.



Book Tie-Ins

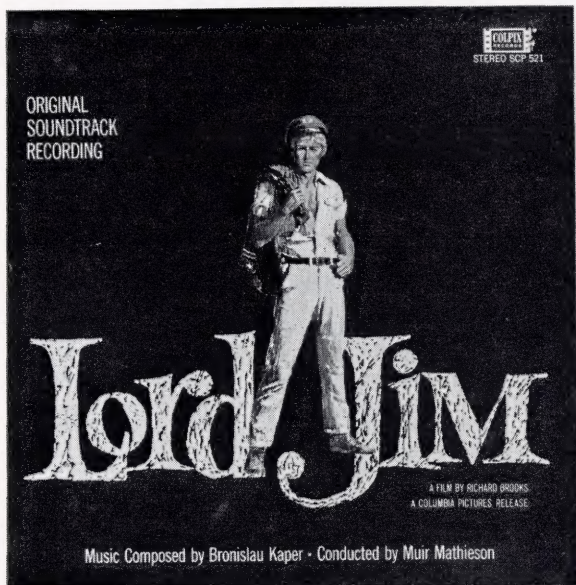
Shown above, two of the District News Company (Washington, D.C.) trucks bannered with "Read the Book, See the Movie" truckside posters. The company's entire fleet of trucks was so bannered with plugs for the film and the Pocketbook edition of "Lord Jim."

At left, one of the many variety store windows in New York City, calling attention to the film ... the paperback books ... and the soundtrack album.

At right, one of 20 special displays set in public library branches throughout Washington, D.C. The library system also distributed more than 5000 bookmarks, locally-printed.



'LORD JIM' MUSIC



Colpix Records is releasing the original soundtrack recording of "Lord Jim," composed by Bronislau Kaper and conducted by Muir Matheson, with a promotion campaign that includes point-of-sale material, disc jockey plays, trade paper advertising, etc. Get in touch NOW with the Colpix distributor in your territory for mutually-beneficial co-operation.

In addition to the soundtrack album, Colpix

Records is releasing two important 45 rpm singles:

- "The Lord Jim Theme," played by Charles Albertine
- "The Color of Love (Lord Jim Theme)" with vocal, Laini Kazan

John Gary has recorded "Color of Love" for RCA Victor, and Vicki Carr has recorded it for Liberty Record.

- See that local disc jockeys receive all the material they need, including the records and all film information!
- Make sure music stores have sufficient display material, including art and posters from the picture!
- Go after cooperative newspaper advertising, contest sponsorships, promoted contest prizes and whatever else can be worked up.
- Many public libraries lend out record albums as well as books. Present 'em with a "Lord Jim" album, with a photographer on hand.



Music Store Window

Shown above is just one of the hundreds of music store windows set with the "Lord Jim" album in first-run cities. Co-operative newspaper advertising was also an important promotion factor.

Work With Colpix Distributors Nearest You!

ALBANY, N. Y.
Delta Dist. Co.
1260 Broadway
Bob Devere

ATLANTA, GA.
Godwin Dist.
655 Ethel St.
Art Godwin

BALTIMORE, MD.
Mangold Dist. Co.
4805 Nelson Ave.
Manny Goldberg

BOSTON, MASS.
Dumont Record Dist.
1030 Tremont Ave.
Herb Dale

CHICAGO, ILL.
Music Dist., Inc.
2419 S. Michigan Ave.
Jack Solinger

DALLAS, TEX.
Big State Dist. Co.
1337 Chemical St.
Bill Emerson

DENVER, COLO.
Walter Slagle & Co.
725 S. Broadway
Grace Berger

DETROIT, MICH.
Music Merchants
3731 Woodward
Marv Jacobs

E. HARTFORD, CONN.
Eastern Dist. Co.
360 Tolland St.
Dick Godlewski

EL PASO, TEX.
M. B. Krupp Inc.
209 S. Santa Fe.
M. B. Krupp

HONOLULU, HAWAII
Music Craft Dist. Co.
636 S. Queen St.
Walter Kurokawa

HOUSTON, TEX.
United Dist. Co.
1613 St. Emanuel
Steve Poncio

INDIANAPOLIS, IND.
Associated Dist.
210 S. Meridian
Tom Whalen

MIAMI, FLA.
Topps Record Dist.
2222 NW 5th Ave.
Babe Elias

MILWAUKEE, WISC.
Beckerman Dist. Co.
423 N. Third St.
Harry Beckerman

MINNEAPOLIS, MINN.
Heilicher Bros.
7600 Wayzata Blvd.
Mel Cardinal

NASHVILLE, TENN.
Southern Dist. Co.
467 Chestnut St.
Howard Allison

NEW ORLEANS, LA.
All South Dist. Co.
630 Baronne St.
Henry Hildebrand

NEW YORK, N. Y.
Beta Dist. Co.
599 Tenth Ave.
John Halonka

OKLAHOMA CITY, OKLA.
Dulaney's
100 N. W. 44th St.
Clyde Ball

PHOENIX, ARIZ.
M. B. Krupp Dist.
2519 N. 16th St.
Margo Grover

SALT LAKE CITY, UTAH
Great Western Dist.
1544 S. Redwood Rd.
Ray Peterson

SEATTLE, WASH.
Huffine Dist. Co.
3131 Western
Andy Huffine

BUFFALO, N. Y.
Gold Dist. Co.
957 Main St.
Len Silver

CHARLOTTE, N. C.
Bertos Sales Co.
2214 W. Morehead St.
Phil Goldberg

CINCINNATI, OHIO
Four State Dist. Co.
1239 Ellis St.
Bob Anderson

CLEVELAND, OHIO
Cleve-Disc Dist.
1550 E. 33rd St.
Godfrey Dickey

GREAT FALLS, MONT.
Music Service
P. O. Box 2487
316 6th St. South
Dudley James

LOS ANGELES, CAL.
Pep Record Dist.
2958 W. Pico Blvd.
Ron Ricklin

MEMPHIS, TENN.
McDonald Bros.
944 S. Bellevue
Charles Smith

NEWARK, N. J.
Affiliated Record Dist.
428 Elizabeth Ave.
Charles Goldberg

PHILADELPHIA, PA.
Marnel Dist. Co.
2512 N. Broad St.
Marshall Verbit

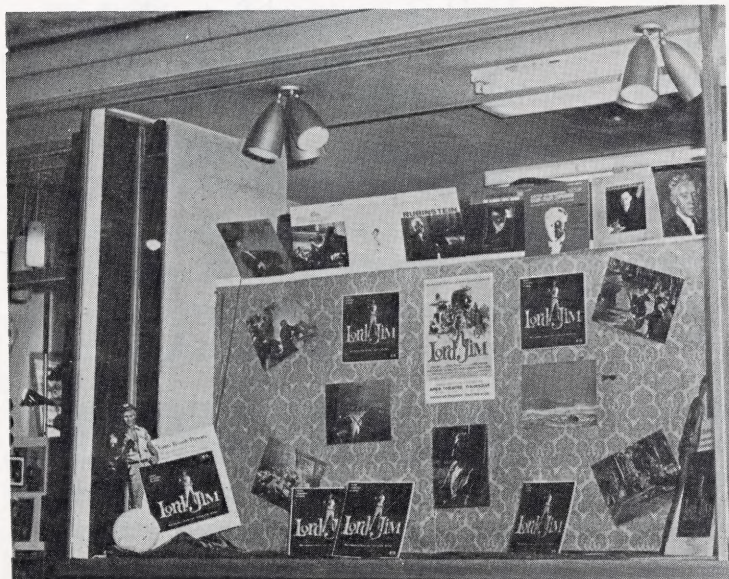
PITTSBURGH, PA.
Hamburg Bros.
213 Galveston Ave.
Mort Locker

RICHMOND, VA.
Allen Dist. Co.
3409 W. Leigh St.
Joe Sinsheimer

SAN FRANCISCO, CAL.
Mainland Dist. Co.
1251 Folsom St.
Earl Wolfe

ST. LOUIS, MO.
Commercial Music
2721 Pine St.
Bud Lampe

'Lord Jim' Music on Store Display!



Shown are two more of the many store displays plugging the "Lord Jim" soundtrack album, and the film. Shown at left, a full window given to picture and recording in Washington, D.C., by a major music store. At right, the interior display in the records department of May Company's downtown store, in Los Angeles.



OPENING NIGHT OF 'LORD JIM'

As soon as your playdate is set start looking for a local group to sponsor the opening night show. They should have the following qualifications:

- Top society and political people of the community who are members of the group and who can provide good publicity material.
- They must be able to sell out the house for the show.
- Be agreeable to making the opening a 'black tie' affair.
- Have their own facilities for publicizing and creating interest in the event.

It is important the opening night be one of the social and cultural events of your community, a special occasion for a special motion picture! The world premiere of "Lord Jim" in London, a Royal Command performance for the benefit of Britain's Cinematograph Trade Benevolent Fund, was internationally publicized. Organizations sponsoring benefit performances of "Lord Jim" in early engagements here also have enjoyed considerable publicity in newspapers, radio and TV. These groups are:

Damon Runyon Fund Benefit (New York City)

Women's Guild of the Cedars-Sinai Medical Center (Los Angeles)

Service Club of Chicago Benefit (Chicago)

Hadassah of Toronto Benefit (Toronto, Can.)

Vancouver Festival (Vancouver, Can.)

Prepare your invitation lists well in advance with a return card or envelope enclosed with the RSVP invitation. The sponsors of your premiere will check your lists and provide their own.



Souvenir Book

One of the most elaborate and colorful ever prepared for a motion picture, the "Lord Jim" souvenir book contains full-color scenes from the film as well as stills of, and stories on, the stars, author, producer, director, etc. Exhibitors who want quantities of the souvenir book for sale in their lobbies and for special presentation to critics, VIP's, etc., can write for prices and other information direct to:

Mar-King Publishing & Novelty Corp.
1600 Broadway, New York, N. Y. 10019

CHINESE GONG

Obtain the largest Chinese brass gong possible, from a specialty shop dealing in Oriental goods, a department store or a local resident. Paint the picture title on its surface and use in your campaign:

- Have a costumed girl carry it around town, striking it at important street intersections. She should also visit radio, TV, news offices, the Mayor, etc., striking the gong at every opportunity.
- Provide a deejay with a gong to be struck occasionally during his show. Listeners calling in and identifying the picture title first after the gong has sounded win guest tickets. A variation would be to have a radio tuned to the deejay's program and, whenever he strikes the gong, the patron at the box-office is guest-admitted.
- At the theatre, all phone calls should be answered first with the striking of the gong, followed by your announcement of the film.

CAMERA STORES

Some of the most magnificent photography in color is reproduced on the special scene stills for the picture. Get them up in every camera and photographic supply shop.

'LORD JIM' DINNER

Encourage local restaurants specializing in Oriental cookery to advertise "Lord Jim Dinners," featuring the types of food one might eat in the world of "Lord Jim."

OUTSIDE BOXOFFICES

Tickets to "Lord Jim" sold at boxoffice prices at various locations "away from the box-office," creates good public relations by performing a service for potential customers, helps sales figures, and provides additional outlets for publicity and advertising. The world's largest store, Macy's, and its four New York branches became outlets for the sale of tickets to the picture a month in advance of its premiere. A full-page advertisement in the New York Times announced the opening of "Lord Jim" and the availability of seats at Macy's stores and the message also was carried in mailers to patrons, as well as by in-store displays.

Try to have your outside "boxoffices"—in stores, banks, etc. — advertise the ticket service in their ads, and to display scenes from the film. Some of the agencies in hotels, drug stores, book stores and travel agencies might extend their charge facilities to "Lord Jim" ticket purchasers. Set up as many as you can for the widest coverage.

PETER O'TOOLE
JAMES MASON • CURT JURGENS
ESSI VALLIEN • JACK HAWKINS
PAUL LUNAS • ANN TILBERT
DALIAH LAVI

An array of stars as great as the great new movie they're in... 'Lord Jim'

An array of brands as great as the great store they're in... your Macy's

SAVINGBROOK • STALWART • SUPREMACY • KEMPTON
MAYFLOWER • MARCHIONESS • YORK HOUSE • HERALD

GET TICKETS FOR "LORD JIM" AT MACY'S NOW... AT REGULAR BOX OFFICE PRICES

Two 'Lord Jim' Featurettes!

"FROM THE FAR CORNERS OF THE FAR EAST," special featurette highlighting the story of "Lord Jim," a film by Richard Brooks, and production problems confronting the cast and crew, is available for theatre and television usage. Order featurette — 35mm color for theatre, 16mm black-white for television—from your Columbia exchange. A 16mm color print of this featurette also is available; order it direct from Merchandising Dept., Columbia Pictures Corp., 711 5th Ave., New York, N. Y. 10022. Color print will be shipped direct to school or television program; when you write, be sure to supply name and address of co-operating educator or television personality.

"THE LOOK THAT STRIKES GOLD," 5-minute fashion featurette, is described on Page 3.

Open-End Interviews for Radio Use!

Richard Brooks! James Mason! Curt Jurgens! Daliah Lavi!

All on a single disc! With mimeographed scripts for local announcers, plus room for theatre and playdate credits.

Order Interview Disc Direct From Your Columbia Exchange

'LORD JIM' TOILETRIES FOR MEN!

A full line of men's toiletries marketed in major men's shops and other stores in the United States and Canada, using the "Lord Jim" logo and key art in its packaging and advertising, has been developed. Full-scale magazine, radio and television advertising—along with point-of-sale material—is being employed wherever the "Lord Jim" Toiletries for Men goes into the stores. Additional details,

and the names of local "Lord Jim" Toiletries agents and distributors, may be obtained by writing direct to:

Mr. W. James Mills
Lord Jim Toiletries Co.
7 Hafis Road, Toronto 15
Ontario, Canada

SCHRETER'S 'LORD JIM' TIES AND SWEATERS



A. Schreter & Sons, important manufacturers of men's haberdashery, is tying-in with "Lord Jim" through a promotion of its men's blazers, slip-over sweaters and unique four-in-hand ties, all with designs inspired by the picture. Designs for the blazers and sweaters are based on costumes worn by Peter O'Toole in the film, each with hang-tags plugging the production, while the ties have unique designs with Asiatic motifs relating to the picture's advertising art. Ties also have a cardboard slipover with appropriate "Lord Jim" credits. A promotion campaign is aimed at retail dealers which includes tie-in suggestions, advertising ideas and details on playdates for their respective communities. Shown above are "roughs" of the advertising art prepared by Schreter for each of its "Lord Jim" men's wear items.

Exhibitors should take every advantage of the promotion possibilities of this tie-up by:

- Suggesting co-op ads in local papers.
- Provide copy for mail inserts to store customers.
- Arranging radio contests offering ties, blazers, etc. as prizes.
- Offer guest tickets to lucky merchandise purchasers.
- Set up lobby and store window displays.

For additional information and list of stores selling A. Schreter "Lord Jim" items in your area, write direct to:

A. Harvey Schreter
A. Schreter & Sons
16 S. Eutaw Street Baltimore, Md.

Ties Tied-In

Shown above is a window of the Kann's Department Store in downtown Washington, D.C. displaying Schreter button-down "Lord Jim" ties in connection with the "Lord Jim" playdate in that city.



Peter O'Toole

One of the most important motion picture personalities on the screen today, Peter O'Toole rates special attention in your promotion of "Lord Jim." Here are some ideas:

- Stage a Peter O'Toole lookalike contest, on a cooperative TV show, on the theatre stage or through photos sent in for lobby display and judging.
- A letter writing contest may be based on: "I Want to See Peter O'Toole in 'Lord Jim' because..."
- Be sure the star's stills get wide distribution around town.

The other stars in the picture should also be given exposure, following some of the above suggestions. They are James Mason, Curt Jurgens, Eli Wallach, Jack Hawkins and Paul Lukas, plus the co-stars Akim Tamiroff with Daliah Lavi as "The Girl."

YOUTH SHOWS

Special shows for young people should be one of the facets of your campaign and to reach this segment of your audience the "Lord Jim" study guides for "Lord Jim" will prove invaluable. These special shows should be set for weekend or holiday mornings. Contact the youth groups through schools, churches, scout troops and community centers, etc.

USE THE TITLE!

Locally-print, and widely distribute, window cards reading: "Lord Jim Shops Here." Cards might be used by merchants who can tie-in with the film along the lines suggested elsewhere in these pages, as well as almost every other type of store. In addition, of course, there are "Reserved for Lord Jim" possibilities in restaurants, "Paging Lord Jim" as a p.a. announcement in hotel lobbies, terminals, etc.

Richard Brooks

Richard Brooks, who wrote the screenplay and directed "Lord Jim," has a reputation as one of the finest makers of films in the industry. An author of several novels, he has written originals for the screen, also screen plays for many top films. His directed films include "Deadline U.S.A.," "Battle Circus," "Take the High Ground," "Fame and the Flesh," "Last Time I Saw Paris," "Blackboard Jungle," "Last Hunt," "Catered Affair," "Something of Value," "Cat On A Hot Tin Roof," "Elmer Gantry" and "Sweet Bird of Youth." Have newspaper film editors and deejays comment on Brook's work.

'LORD JIM' ROSES

Catch the attention of the ladies in town by having a florist, or an area association, dub a special bloom the 'Lord Jim Rose.' Promote a quantity to be presented to the first twenty or more ladies attending the opening.

PUBLICITY 'BREAKS'

A measure of the importance of "Lord Jim" as film, and Peter O'Toole as its star, may be found in the four-part biographical feature serviced to its subscribing newspapers by United Features Syndicate, with illustrations and numerous credits for the Richard Brooks production. See to it that this four-day biography is used in your town or, if it already has been used, arrange for the articles to be blown up for an out-front display. "Lord Jim" showmen also can take advantage of the magazine covers and articles, newspaper supplement cover and articles, and other nationwide publicity accruing to "Lord Jim" and its stars. Recent breaks include the following, but keep alert to the others coming up!

Family Circle (March)—Daliah Lavi interview

Glamour (April)—Richard Brooks, article and still

Harpers—(February)—Daliah Lavi, article and still

Life (Jan. 8)—Eli Wallach, article (Jan. 22)—Peter O'Toole, cover, article and stills

Mademoiselle (Dec.) — Peter O'Toole, article

McCalls (March) — article on picture

Saturday Evening Post (Nov. 21)—Daliah Lavi, cover, article and stills

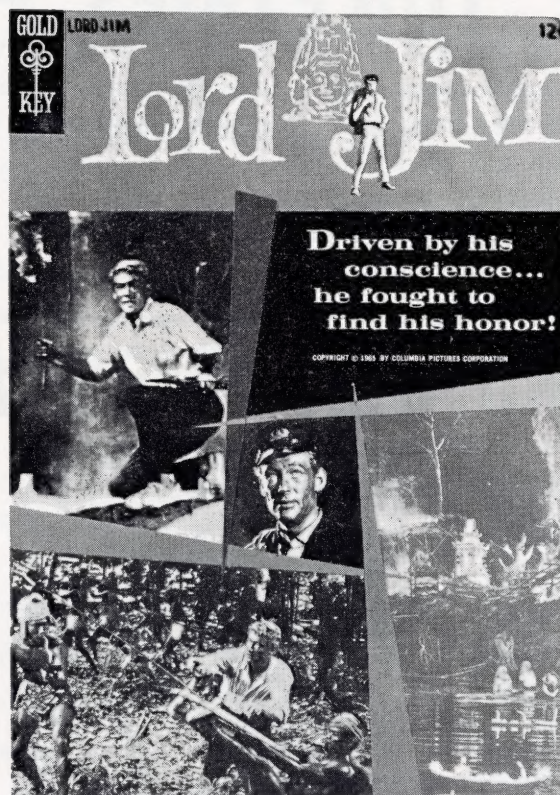
Saturday Review (Mar. 6) — Peter O'Toole, cover; Daliah Lavi, article

Seventeen (February — Eli Wallach, article

Show (March)—Peter O'Toole, article and still

Vogue (April 1)—fashion advertising described elsewhere in this pressbook

COMIC BOOK



The Western Publishing Company will distribute nationally their Gold Key Comic Book based on "Lord Jim," with a color cover carrying scenes from the film and the story tied-in closely with the picture's action. The book will retail at 12c per copy and be on sale throughout the country. Contact your newsstands and all local outlets for comic books and set up mutually-beneficial promotions such as imprinting theatre and playdate credits on the covers, slip-sheeting copies with heralds, obtaining copies as prizes in contests, displaying books in lobby and using them as giveaways.

RICKSHA BALLY

Peter O'Toole as "Lord Jim" is pictured pulling a ricksha in one scene. These two-wheeled vehicles, used for transportation in many countries of the Far East, are available in cities throughout the country. If there's one to be had in your area, use it as a bally, with a man to pull it and a girl riding in it, both appropriately dressed. Signs on side and back of the ricksha publicize film.

Selling Aids

TV TRAILERS

A wide variety, all perfect for your TV campaign, with space for local announcer to add theatre and playdate information. Each has a final frame for super-imposed visual credits, if desired. Order from your Columbia exchange.

OPEN END INTERVIEWS

See Page 6

TWO 'LORD JIM' FEATURETTES
"From the Far Corners of the Far East"
Theatre and Television

See Page 6

"The Look That Strikes Gold"
Television Featurette

See Page 3

PHOTO STORY

Story of film in stills and captions. Sent with your credits direct to cooperating newspaper or TV program. Order from: Columbia Pictures Publicity Dept., 711 Fifth Avenue, New York, New York 10022.

TRANSCRIPTIONS

A variety of spot announcements, all open end for local commentator to add theatre credits. Order from your Columbia exchange.

TELOPS

Information about telops, style and prices, may be obtained by writing direct to QQ Title Card Co., 247 W. 46th Street, New York, N. Y. 10036.

DISPLAYS

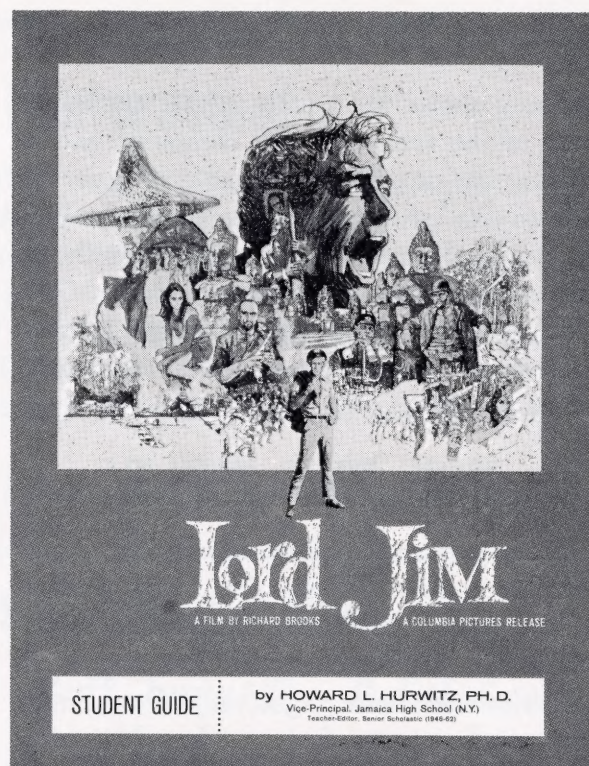
9' x 12' Flag: single face: \$75; double face, \$120. Badge: 40c; \$1.65 per running foot; minimum length, 10 feet. 12-pennant string, assorted fluorescent colors, 30' long, \$3.50 per string. Bumper strip: \$1.00 each, minimum order 15. Order from National Flag Co., 43 W. 21st St., New York, N. Y. 10010.

STUDY GUIDES BRING 'LORD JIM' INTO SCHOOLS!

\$9.50 per thousand, F.O.B. New York
\$6.50 per thousand on newsprint
Shipped flat—without imprint
for local imprinting

Check or money order must accompany order

Shipping—by Parcel Post Special. We will bill you for charges on Study Guides mailed to you. Large shipments by truck—shipping charges collect.



Imprint before shipping includes your theatre name, address, playdate (and second feature if any) Imprint copy should accompany order.

First 1,000 imprints — \$5.00
Additional Thousands, per thousand—\$3.50

Additional copy in imprint space at small additional charge for type-setting. Cost depends on amount of copy.

FOLDING, if desired, for \$2.00 per thousand

Rush Your Order Direct to: HARRY K. McWILLIAMS, 405 Broome St., N. Y., N. Y. 10013
For Faster Service Telephone Area Code 212 CA 6-3335

Complete! Intact! Every spectacular scene!
Direct from its record roadshow engagements!

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SCREEN WITH ALL
ITS BREATHTAKING
ADVENTURE!

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NAVISION 70® • TECHNICOLOR®

ALBUM AVAILABLE ON COLPIX RECORDS



"Peter O'Toole gives
a terrific performance!
A worthy successor to
'Bridge On The River
Kwai' and 'Lawrence
of Arabia!'"
—Los Angeles Times

Lord Jim
EXPLODES
ON THE SCR



"Peter O
is fascinat
daringly rom

Ad No. 403—440 Lines—4 Cols. x 8¾ Inches

About the LORD JIM Advertising . . .

. . . Some ads carry review quotes from New York and other roadshow cities; be sure to substitute local review quotes.

. . . Ad No. 301 (page 14) is an opening day ad which uses the word "Today" and the name of a city; be sure to substitute your city's name.

. . . Ad Nos. 501 (cover of this pressbook) and 403 (above) are opening day ads, using the word "Today." These ads, and Ad Nos. 401 (page 15) and 301 (page 14), may be used in advance of opening, by changing the word to read "Tomorrow," "Thursday" or whatever may apply.

Between Suez and the China Sea
are many nameless men who prefer
to live and die unknown.

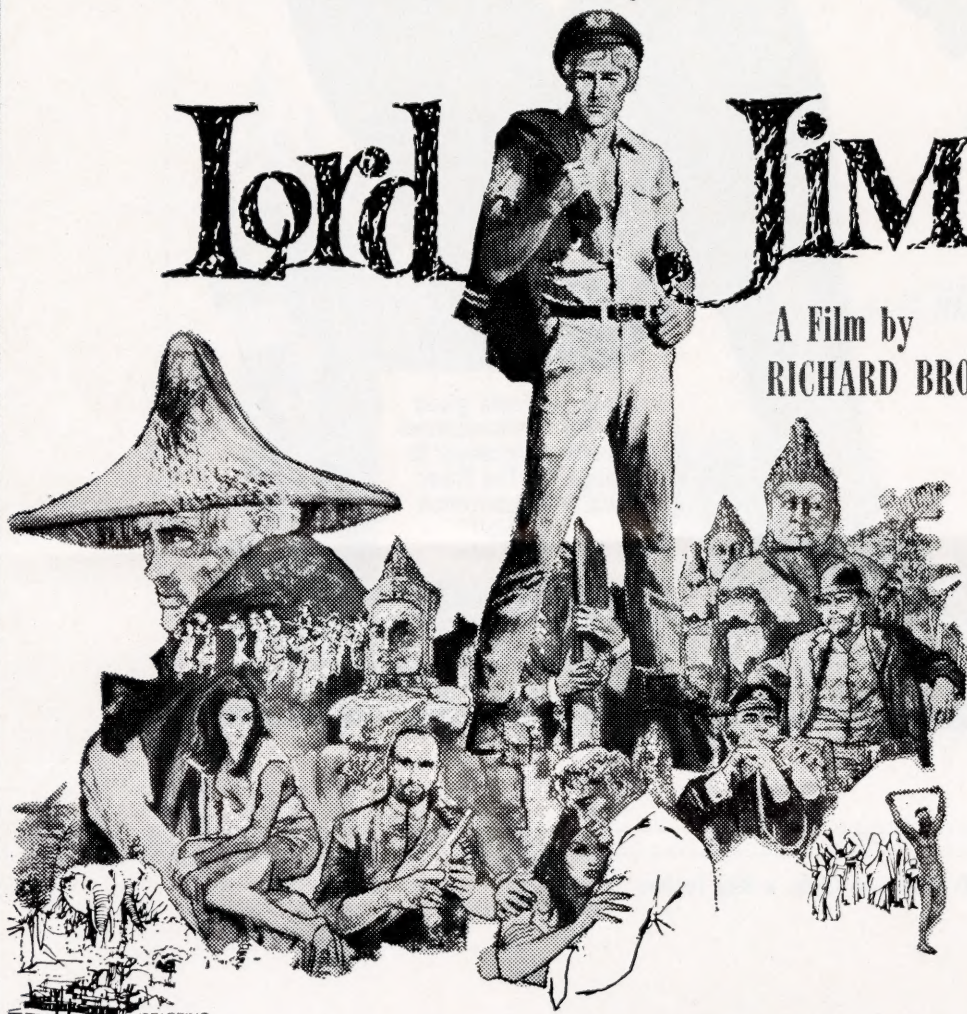
This is the story of one such man.

Among the great gallery of rogues and heroes
thrown up on the beaches and ports—
no man was more respected
or more damned than—LORD JIM.

Complete!
Intact!
Every
spectacular
scene!
Direct from
its record
roadshow
engagements!

Lord Jim

A Film by
RICHARD BROOKS



STARRING
PETER O'TOOLE AS LORD JIM
JAMES MASON
CURT JURGENS
ELI WALLACH
JACK HAWKINS
PAUL LUKAS

CO-STARRING
AKIM TAMIROFF
WITH
DALIAH LAVI AS THE GIRL

Based on the novel by JOSEPH CONRAD • Music by BRONISLAU KAPER

Written for the screen and Directed by RICHARD BROOKS

A Columbia Pictures Release -Keep Films Co-Production

Filmed in SUPER PANAVISION 70® • TECHNICOLOR®

ORIGINAL SOUNDTRACK ALBUM AVAILABLE ON COLPIX RECORDS

Ad No. 304—534 Lines—3 Cols. x 12¾ Inches

Lord Jim



"Peter O'Toole
is
fascinating!"
—New York
Herald Tribune

A Film by
RICHARD BROOKS

A Columbia Picture

TECHNICOLOR®

Filmed in SUPER PANAVISION 70®

Ad No. 102—56 Lines
1 Col. x 4 Inches

Lord Jim EXPLODES ON THE SCREEN!



"Peter O'Toole
is fascinating as a
daringly romantic and
breathtaking hero!"
—New York Herald Tribune

Lord Jim

A Film by RICHARD BROOKS

STARRING
PETER O'TOOLE AS LORD JIM
JAMES MASON
CURT JURGENS
CO-STARRING
ELI WALLACH
JACK HAWKINS
PAUL LUKAS
AKIN TAMIROFF WITH **DALIAN LAVI** AS "THE GIRL"

Based on the novel by JOSEPH CONRAD • Music by BRONISLAU KAPER

Written for the screen and Directed by RICHARD BROOKS

A Columbia Pictures Release-Keep Films Co-Production

ORIGINAL SOUNDTRACK ALBUM AVAILABLE ON COLPIX RECORDS

Filmed in SUPER PANAVISION 70®
TECHNICOLOR®

COMPLETE! INTACT!
DIRECT FROM ITS
RECORD ROADSHOW
ENGAGEMENTS!



Ad No. 303—488 Lines—3 Cols. x 117/8 Inches

Ad No. 202—250 Lines—2 Cols. x 87/8 Inches

BREATH-taking!
SPECTACULAR!



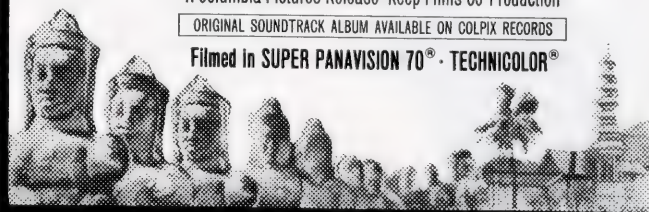
Lord Jim
A Film by RICHARD BROOKS

STARRING
PETER O'TOOLE AS LORD JIM **JAMES MASON** **CURT JURGENS**

ELI WALLACH **JACK HAWKINS**

CO-STARRING
PAUL LUKAS **AKIM TAMIROFF** **DALIAH LAVI** AS "THE GIRL"

Based on the novel by JOSEPH CONRAD
Music by BRONISLAW KAPER
Written for the screen and Directed by RICHARD BROOKS
A Columbia Pictures Release-Keep Films Co-Production
ORIGINAL SOUNDTRACK ALBUM AVAILABLE ON COLPIX RECORDS
Filmed in SUPER PANAVISION 70® - TECHNICOLOR®



Ad No. 204—200 Lines—2 Cols. x 7 1/8 Inches

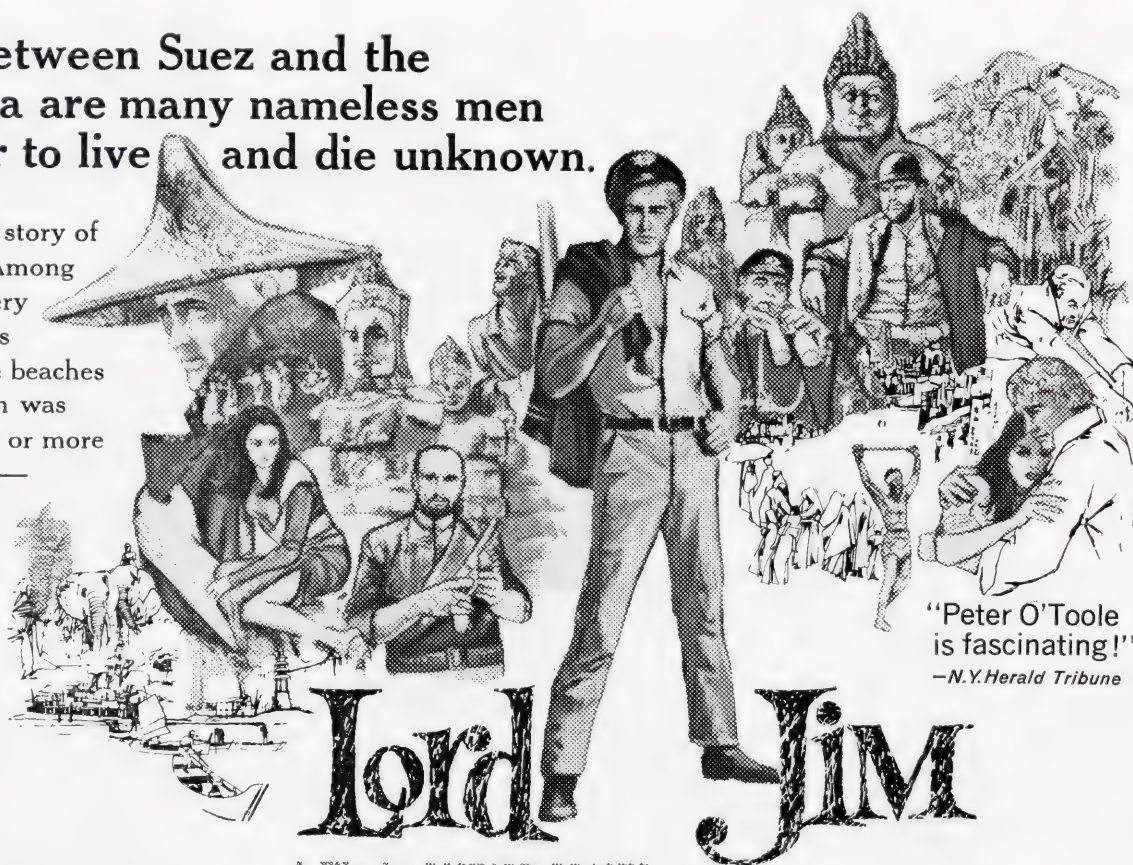
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Between Suez and the
China Sea are many nameless men
who prefer to live and die unknown.

This is the story of
one such man. Among
the great gallery
of rogues and heroes
thrown up on the beaches
and ports—no man was
more respected or more
damned than—
LORD JIM.



"Peter O'Toole
is fascinating!"
—N.Y. Herald Tribune

Lord Jim

A Film by RICHARD BROOKS

STARRING
PETER O'TOOLE AS LORD JIM JAMES MASON CURT JURGENS

ELI WALLACH JACK HAWKINS PAUL LUKAS CO-STARRING AKIN TAMIROFF WITH DALIAH LAVI AS "THE GIRL"

Complete! Intact!
Every spectacular scene!
Direct from its record
roadshow engagements!

Based on the novel by JOSEPH CONRAD
Music by BRONISLAU KAPER • Written for the screen and Directed by RICHARD BROOKS
A Columbia Pictures Release-Keep Films Co-Production • Filmed in SUPER PANAVISION 70® • TECHNICOLOR®

ORIGINAL SOUNDTRACK ALBUM AVAILABLE ON COLPIX RECORDS

Ad No. 402—440 Lines—4 Cols. x 7¾ Inches

Lord Jim EXPLODES ON THE SCREEN!



Lord Jim

A Film by RICHARD BROOKS

STARRING
PETER O'TOOLE AS LORD JIM JAMES MASON CURT JURGENS
ELI WALLACH JACK HAWKINS PAUL LUKAS

CO-STARRING AKIN TAMIROFF WITH DALIAH LAVI AS "THE GIRL" Music by BRONISLAU KAPER

Written for the screen and Directed by RICHARD BROOKS
A Columbia Pictures Release-Keep Films Co-Production

ORIGINAL SOUNDTRACK ALBUM AVAILABLE ON COLPIX RECORDS

"Peter O'Toole
is fascinating!"
—New York Herald Tribune

Filmed in SUPER PANAVISION 70® • TECHNICOLOR®

Ad No. 203—148 Lines—2 Cols. x 5¼ Inches

Lord Jim

BREATHTAKING!
SPECTACULAR!

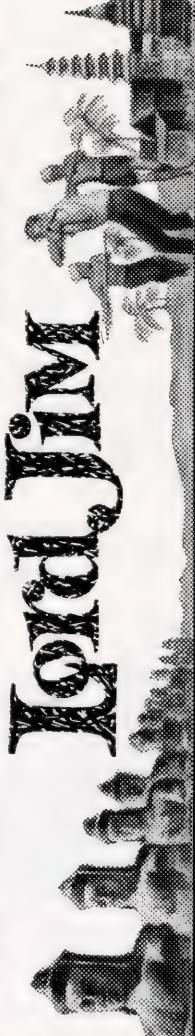


A Film by RICHARD BROOKS
A Columbia Picture
Filmed in SUPER PANAVISION 70®
TECHNICOLOR®

"Peter O'Toole
is fascinating!"
—N.Y. Herald Tribune

Ad No. 201—100 Lines—2 Cols. 35/8 Inches

STARTING TODAY
SAN FRANCISCO
CAN SEE ALL THE
OVERWHELMING ADVENTURE...
THE DAZZLING SPECTACLE OF



The exotic stranger gives Jim her secret ... and her love!

Complete! Intact! Every spectacular scene! Direct from its record roadshow engagements!

The ordeal of fire in the "general's" jungle stronghold!

Hero or coward? This was to be the test of his life!

"A worthy successor to 'Bridge On The River Kwai' and 'Lawrence of Arabia!'"
—Los Angeles Times

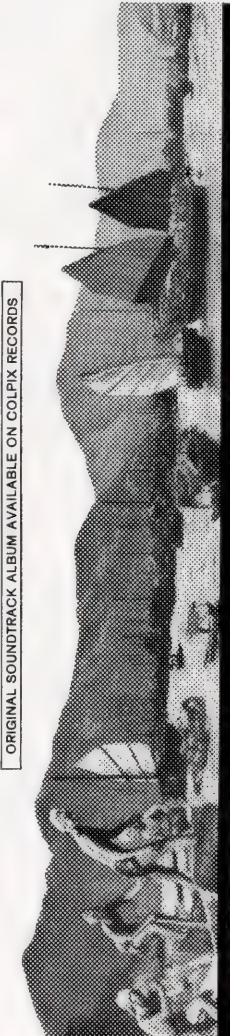
Lord Jim

A Film by RICHARD BROOKS

STARRING
PETER O'TOOLE
JAMES MASON
CURT JURGENS
AS LORD JIM

CO-STARRING
JACK WALLACH
PAUL HAWKINS
LUKAS TAMIROFF
WITH DALLAH LAVI
AS "THE GIRL"

Based on the novel by JOSEPH CONRAD • Music by BRONISLAU KAPER
Written for the screen and Directed by RICHARD BROOKS
A Columbia Pictures Release—Keep Films Co-Production • Filmed in SUPER PANAVISION 70® • TECHNICOLOR®



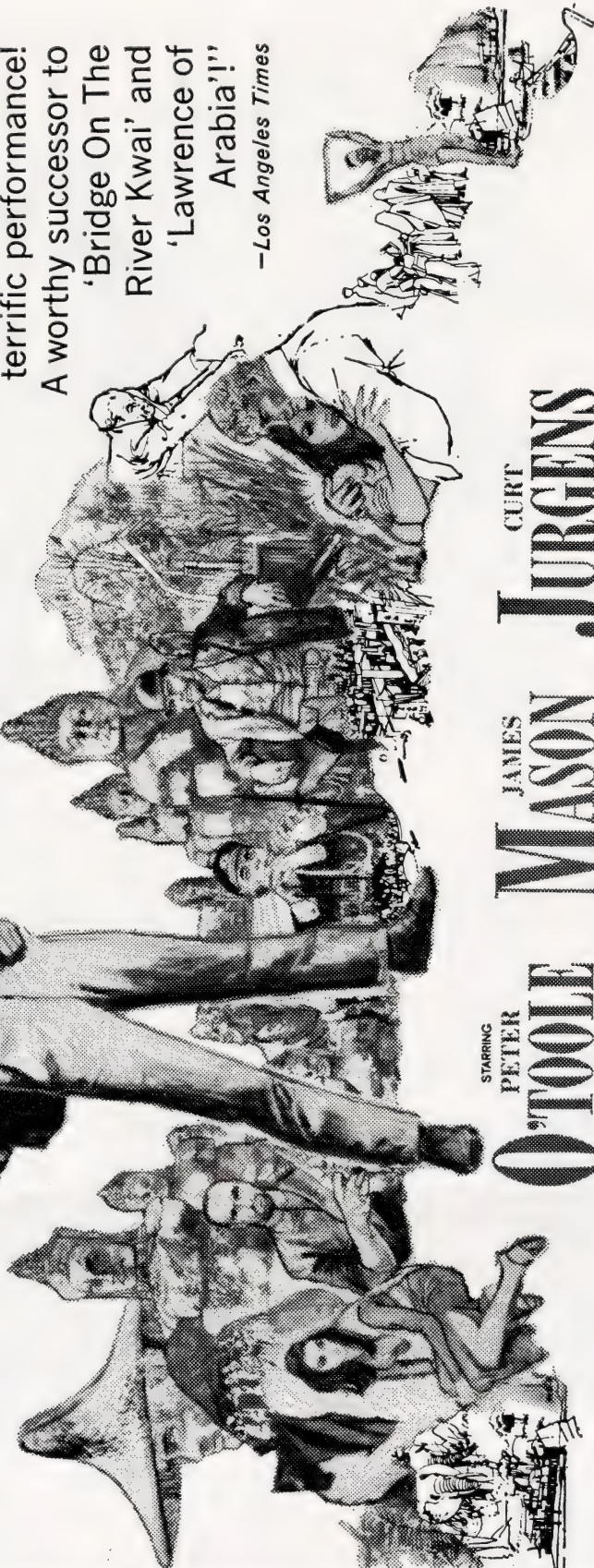
From the far corners of the Far East...High Adventure that reaches across the world!

Complete! Intact! Every spectacular scene! Direct from its record roadshow engagements!

Lord Jim

A Film by RICHARD BROOKS

"Peter O'Toole gives a terrific performance! A worthy successor to 'Bridge On The River Kwai' and 'Lawrence of Arabia!'"
—Los Angeles Times



STARRING
PETER O'TOOLE
JAMES MASON
CURT JURGENS
AS LORD JIM

CO-STARRING
JACK WALLACH
PAUL HAWKINS
LUKAS TAMIROFF
WITH DALLAH LAVI
AS "THE GIRL"

Based on the novel by JOSEPH CONRAD
Music by BRONISLAU KAPER • Written for the screen and Directed by RICHARD BROOKS
A Columbia Pictures Release—Keep Films Co-Production Filmed in SUPER PANAVISION 70® • TECHNICOLOR®

ORIGINAL SOUNDTRACK ALBUM AVAILABLE ON COLPIX RECORDS

Complete! Intact! Every spectacular scene! Direct from its record roadshow engagements!

TODAY Lord Jim

EXPLODES ON THE
SCREEN WITH ALL
ITS BREATHTAKING
ADVENTURE!

Lord Jim

A Film by RICHARD BROOKS

STARRING
PETER O'TOOLE JAMES MASON CURT JURGENS
AS LORD JIM
ELI WALLACH JACK HAWKINS PAUL LUKAS

CO-STARRING
AKIN TAMIROFF

DALIAH AS
"THE GIRL"

Based on the novel by JOSEPH CONRAD • Music by BRONISLAW KAPER

Written for the screen and Directed by RICHARD BROOKS

A Columbia Pictures Release-Keep Films Co-Production

Filmed in SUPER PANAVISION 70® • TECHNICOLOR®

ORIGINAL SOUNDTRACK ALBUM AVAILABLE ON COLPIX RECORDS

"Peter O'Toole gives a
terrific performance!
A worthy successor to
'Bridge On The River Kwai'
and 'Lawrence of Arabia'!"

—Los Angeles Times

Ad No. 401—440 Lines
4 Cols. x 7¾ Inches

Lord Jim

BREATHTAKING!
SPECTACULAR!

"Peter O'Toole
is fascinating!"

—N.Y. Herald Tribune

A Film by RICHARD BROOKS

A Columbia Picture

Filmed in SUPER PANAVISION 70®
TECHNICOLOR®



Ad No. 101—75 Lines
1 Col. x 5¼ Inches



"LORD JIM IS A HANDSOME, SPRAWLING, EYE-FILLING
ROMANTIC ADVENTURE FILM!"—NEW YORK HERALD TRIBUNE

"PETER O'TOOLE IS MAGNIFICENT!"—MODERN SCREEN

"LORD JIM IS ONE OF THE GREAT
ADVENTURE FILMS OF ALL TIME!"—WCBS

"PETER O'TOOLE GIVES A TERRIFIC PERFORMANCE!"
—LOS ANGELES TIMES

"LORD JIM IS BEAUTIFUL TO WATCH. A FASCINATING,
UNUSUAL MOTION PICTURE!"—SATURDAY REVIEW

"PETER O'TOOLE STRIDES GIGANTICALLY THROUGH
A SUPER-COLOSSAL ADVENTURE YARN!"—VANCOUVER SUN

Lord Jim

A Film by RICHARD BROOKS

PETER O'TOOLE M
AS LORD JIM
ELI WALLACH JACK HAWKI

Based on the novel by JOSEPH

Written for the screen and

A Columbia Pictures Release-Keep Films Co-P

ORIGINAL SOUNDTRACK AL

Ad No. 306—315 Lines (including imprint spa



Lord Jim

**EXPLODES
ON THE SCREEN
WITH ALL ITS
BREATHTAKING
ADVENTURE!**

Lord Jim
A Film by RICHARD BROOKS

STARRING
PETER O'TOOLE **JAMES MASON** **CURT JURGENS**
AS LORD JIM

CO-STARRING
ELI WALLACH **JACK HAWKINS** **PAUL LUKAS** **AKIM TAMIROFF** **DALIAH LAVI** AS "THE GIRL"

Based on the novel by JOSEPH CONRAD • Music by BRONISLAU KAPER
Written for the screen and Directed by RICHARD BROOKS
Filmed in SUPER PANAVISION 70® • TECHNICOLOR®
A Columbia Pictures Release-Keep Films Co-Production
ORIGINAL SOUNDTRACK ALBUM AVAILABLE ON COLPIX RECORDS

Ad No. 308—300 Lines—3 Cols. x 7 1/8 Inches

Utility Mat No. 1

- Ad No. 101
- Ad No. 102
- Ad No. 103
- Ad No. 104
- Ad No. 105
- Ad No. 201
- Ad No. 205
- Publicity 1-C
- Publicity 2-C

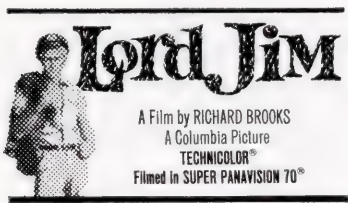


Lord Jim

A Film by RICHARD BROOKS

Lord Jim
A Columbia Picture
TECHNICOLOR®
Filmed in SUPER PANAVISION 70®

Ad No. 205—28 Lines—2 Cols. x 1 Inch



Lord Jim

A Film by RICHARD BROOKS
A Columbia Picture
TECHNICOLOR®
Filmed in SUPER PANAVISION 70®

Ad No. 103—14 Lines
1 Col. x 1 Inch

"Lord Jim IS ONE OF THE GREAT ADVENTURE FILMS OF ALL TIME!" —WCBS

"Peter O'Toole IS FASCINATING AS A DARINGLY ROMANTIC AND BREATHTAKING HERO!" —NEW YORK HERALD TRIBUNE

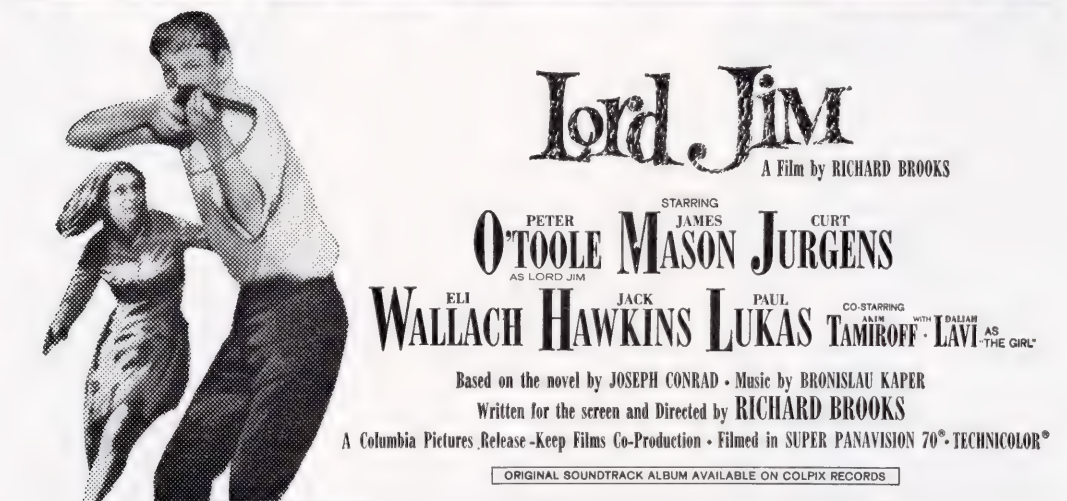
"Lord Jim IS BEAUTIFUL TO WATCH. A FASCINATING UNUSUAL MOTION PICTURE!" —SATURDAY REVIEW

"Peter O'Toole IS A PRINCE OF HEROES!" —LONDON DAILY MAIL

"Lord Jim IS ONE OF THE MAJOR MOVIES OF THE YEAR!" —NEWSDAY

"Peter O'Toole GIVES A TERRIFIC PERFORMANCE!" —LOS ANGELES TIMES

"Lord Jim IS SPECTACULAR!" —NEW YORK JOURNAL-AMERICAN



Lord Jim

A Film by RICHARD BROOKS

STARRING
PETER O'TOOLE **JAMES MASON** **CURT JURGENS**
AS LORD JIM

CO-STARRING
ELI WALLACH **JACK HAWKINS** **PAUL LUKAS** **AKIM TAMIROFF** **DALIAH LAVI** AS "THE GIRL"

Based on the novel by JOSEPH CONRAD • Music by BRONISLAU KAPER
Written for the screen and Directed by RICHARD BROOKS
A Columbia Pictures Release-Keep Films Co-Production • Filmed in SUPER PANAVISION 70® • TECHNICOLOR®
ORIGINAL SOUNDTRACK ALBUM AVAILABLE ON COLPIX RECORDS

Ad No. 305—312 Lines—3 Cols. x 7 3/8 Inches

FAR EAST BEAUTY IN 'LORD JIM'

To make "Lord Jim," a film by Richard Brooks starring Peter O'Toole in the title role at the Theatre, a company of more than 100 actors and technicians—many of them veterans of "Lawrence of Arabia"—spent nearly five months in the Far East.

Location filming for the Columbia release in Super Panavision and Technicolor, began with two months of shooting along the bustling docks of Kowloon and the fishing village of Aberdeen on Hong Kong Island — waterfront areas which still evoke the atmosphere of the crowded, colorful Far Eastern ports Joseph Conrad called at during his days as a ship's officer shortly before the turn of the century. Starred with O'Toole are James Mason, Curt Jurgens, Eli Wallach, Jack Hawkins, Paul Lukas, Akim Tamiroff and Daliah Lavi as "The Girl."

Filming at sea was done from writer-director Richard Brooks' improvised floating film-making studio. a huge camera barge lashed between two launches, escorted by a squadron of police cutters, motorized Chinese junks (one of which was turned into a floating kitchen to provide hot lunches at sea for the film unit), four speedboats, a small coal-burning steamer (seen in the film as Marlow's ship, on which Jim gets his first training in the Mercantile Marine) and two 500-ton freighters—a creaking pre-World War I ship called Kwang Ho which appears in the film as the infamous pilgrim ship S. S. Patna, aboard which O'Toole as Lord Jim discovers a flaw in himself, and a Panamanian cargo carrier called the Victory I from which Jim off-loads the shipment of gunpowder he eventually takes to Patusan, when he seeks a second chance.

The barge carried the crew's three large Super Panavision and Technicolor cameras, plus all the lighting and sound recording equipment. Makeup, wardrobe and hairdressing functioned on a catch-as-catch-can basis from the two larger launches. And the only escape from the hot sun during breaks between scenes was a running dive into the China Sea.

The second location period, a three-month stint in Cambodia, began with two weeks of shooting at the seaside spa of Kep, along the Gulf of Siam coastline. Scenes shot here and at a river running through the nearby village of Kampot showed Jim's first entry into Patusan, the lush jungle paradise of Joseph Conrad's novel.

As Academy-Award winning cinematographer Fred Young's camera crew followed Jim's small sailboat along the overgrown banks of the river, the natural wildlife of the Cambodian jungles volunteered for service in the film as unpaid extras. Multicolored parrots, flocks

of flying geese and birds of all sizes and shapes filled the pastel-blue skies. Families of elephants cavorted in the shallow water along the river banks to escape the midday heat while seemingly endless school of tiny flying fish skimmed the blue-green surface of the water. And, to the occasional dismay of the sound recorders, mobs of gibbering gibbons filled the 50-foot tall coconut and palm trees to welcome Jim to Patusan.

The film unit, operating from a small camera raft, pushed upstream deep into the jungle each day and then drifted back downriver to their home base at Kep each evening amid the breathtaking beauty of a Cambodian sunset, watching the last red rays of the sun highlight the wild orchid trees while they sipped local beer that had been cooled all day in the net slung underneath the raft.

The bulk of the Cambodian location shooting was done near Siem Reap, two hundred miles north of the capital city of Phnom Penh, amid the magnificent thousand-year-old Khmer ruins of the Angkor Wat. In the center of the Angkor Wat, a mile-square compound of temples and religious buildings separated from the thick jungle by a wide man-made moat, a primitive encampment for Buddhist novices had been re-designed and enlarged to represent the actual village of Patusan. Bamboo huts with thatched roofs rise on stilts above the still, lily-padded waters on the moat, against a background of intricately carved temples dating back to the days when the Khmers controlled a chunk of Asia that included all of present-day Cambodia, Cochinchina and Laos, most of Thailand and portions of Burma and Red China.

Built during the 12th century by King Suryavarmen II (1113-1152), Angkor Wat represents the architectural and artistic zenith of the Khmer culture. Earlier Buddhist kings had built archetypal temples in other parts of the country, but the Angkor Wat, which has been renovated and restored by Georges and Bernard Groslier, a father-and-son team of French archeologists, since its accidental discovery less than a hundred years ago, was built during a time when the Khmer artisans were moving from primitive mud-and-plaster construction methods to the use of sandstone, bricks and laterite, a type of millstone which forms the bedrock of Cambodia. Held together by a still-unidentified form of mortar, and, in some cases, by wooden shafts or invisible natural joints, the pillared galleries and vaulted arches and domes of the Angkor Wat and other temples show signs of lasting as long as the stone itself can stand up to the tropical Cambodian climate of alternating hot and monsoon seasons.

OFFICIAL BILLING

LORD JIM

A FILM BY RICHARD BROOKS

starring

Peter O'TOOLE

as Lord Jim

James MASON

Curt JURGENS

Eli WALLACH

Jack HAWKINS

Paul LUKAS

co-starring Akim TAMIROFF with Daliah LAVI as "The Girl"

Based on the novel by JOSEPH CONRAD

Music by BRONISLAU KAPER

Written for the screen and Directed by RICHARD BROOKS

Filmed in SUPER PANAVISION®

TECHNICOLOR®

A Columbia Pictures Release-Keep Films Co-Production

ADVANCE NOTICE

"Lord Jim," a film by Richard Brooks based on Joseph Conrad's famous novel and released by Columbia in Super Panavision and Technicolor, opens at the Theatre. The star-studded cast is headed by Peter O'Toole as Lord Jim, James Mason, Curt Jurgens, Eli Wallach, Jack Hawkins and Paul Lukas. Supporting co-stars are Akim Tamiroff and Daliah Lavi as "The Girl." Written for the screen and directed by Richard Brooks, "Lord Jim" is the story of a young man's desperate attempt to redeem his lost honor, set against the colorful and exciting tapestry of the Malay Archipelago at the turn of the century. "Lord Jim" was filmed in Hong Kong and Cambodia.

TOGETHER IN 'JIM'

"Lord Jim" a film by Richard Brooks, now at the Theatre in Super Panavision and Technicolor, marks the second time that Jack Hawkins co-stars with Peter O'Toole who plays the title role. Hawkins portrayed General Allenby in the Academy Award-winning "Lawrence of Arabia," with O'Toole as Lawrence. A story of high courage and great adventure, Joseph Conrad's "Lord Jim" has been a best-selling literary masterpiece for over sixty years.

WORLD FAMOUS

Peter O'Toole, who skyrocketed to international motion picture stardom on the strength of the unanimous critical acclaim for his portrayal of Lawrence in "Lawrence of Arabia," now stars at the Theatre in "Lord Jim," a film by Richard Brooks in Panavision and Technicolor. A Columbia Pictures release, "Lord Jim" is based on the novel by Joseph Conrad, one of the enduring works of literature. First serialized in Blackwood's Magazine in 1899, "Lord Jim" has been translated into more than 24 languages around the world.

REVIEW

A magnificent motion picture, as rich in excitement and adventure as it is in meaningful screen characterizations, "Lord Jim," a film by Richard Brooks, opened yesterday at the Theatre, in Super Panavision and Technicolor with Peter O'Toole in the title role. Based on the Joseph Conrad novel of a man's search for a second chance, "Lord Jim" brilliantly explores not only the romance and beauty and terror of the sea and the land, but the poetry and the degradation possible to the human spirit.

A Columbia Pictures release, "Lord Jim" happily belongs in the company of those few films which stand out, not alone in their year, but in their decade.

The players, headed by O'Toole as Lord Jim, most fully deserve all possible honors for their individual and collective performances. They form an international star cast of brilliant reputation, made the more so by their contributions to this heroic story of a man's desperate attempt to redeem his lost honor. In addition to O'Toole, there are James Mason, Curt Jurgens, Eli Wallach, Jack Hawkins, Paul Lukas, Akim Tamiroff and lovely Daliah Lavi as "The Girl."

"Lord Jim" was six years in preparation and almost a full year in filming, and Richard Brooks' integrity and fidelity to Conrad's memorable story, is in dramatic and pictorial evidence in every foot of his film.

Set against the colorful and exciting tapestry of the Malay Archipelago at the turn of the century, "Lord Jim" is indeed a tale of colorful romance. Jim's search for that second chance takes him from the sea deep into the unmapped jungles of the East, to Patusan, where his search for redemption comes full circle as the spectre of his former cowardice is resurrected and his courage is tried once again.

"Lord Jim" is a compliment to all those who had anything to do with its making. Like "Bridge On The River Kwai" and "Lawrence of Arabia," the one made in the jungles of Ceylon, the other shot on the remote sands of the Jordanian desert, "Lord Jim" will not easily be forgotten.

GENERAL ADVANCE

A story of high adventure, romance and excitement set against the colorful and exciting tapestry of the Malay Archipelago, at the turn of the century, "Lord Jim," a film by Richard Brooks, reportedly belongs in the same spectacular company as such screen entertainments as "The Bridge on the River Kwai," and "Lawrence of Arabia." The film opens at the Theatre in Super Panavision and Technicolor. "Lord Jim" is, according to those who have seen it, a magnificent picturization of the Joseph Conrad novel. Written and directed by Richard Brooks, and released by Columbia Pictures, "Lord Jim" stars Peter O'Toole in the title role, that of a man who searches for a second chance, James Mason, Curt Jurgens, Eli Wallach, Jack Hawkins, Paul Lukas, Akim Tamiroff and Daliah Lavi as "The Girl."

To film "Lord Jim," a company of over 100 actors and technicians—many of them veterans of "Lawrence of Arabia" — spent nearly five months in the Far East. Location filming began with two months of shooting along the bustling docks of Kowloon and the fishing village of Aberdeen on Hong Kong Island —waterfront areas which still evoke the atmosphere of the crowded, colorful ports Joseph Conrad called at during his days as a ship's officer shortly before the turn of the century.

The second location period, a three-month stint in Cambodia, began with two weeks of shooting at the seaside spa of Kep, along the Gulf of Siam coastline. With only occasional interruptions from the less friendly inhabitants of the Cambodian jungles—king-sized scorpions and a wide variety of poisonous snakes—the "Lord Jim" unit finished location filming with a three-week stint of night-time battle and Festival sequences.

Written for the screen and directed by Richard Brooks, "Lord Jim" moves from the relentless sea deep into the unmapped jungles of the East, to Patusan, where a feudal warlord is terrorizing the native population. In Patusan, Jim's search for redemption comes full circle.



Mat 2B; Still No. 3912
Rifle in hand, Peter O'Toole as Lord Jim watches while Daliah Lavi as "The Girl" prays to her jungle gods. It's a scene from "Lord Jim," a film by Richard Brooks based on the Joseph Conrad novel and released by Columbia Pictures. Also starred in Super Panavision and Technicolor are James Mason, Curt Jurgens, Eli Wallach, Jack Hawkins, Paul Lukas and Akim Tamiroff.



Mat 2D; Still No. 4849

Peter O'Toole as Lord Jim and Daliah Lavi as "The Girl", in a romantic scene from "Lord Jim," a film by Richard Brooks based on the Joseph Conrad novel and released by Columbia Pictures. Also starred in the Southeast Asia adventure, in Super Panavision and Technicolor, are James Mason, Curt Jurgens, Eli Wallach, Jack Hawkins, Paul Lukas and Akim Tamiroff.

CURT JURGENS

Curt Jurgens in real life, and usually on the screen, is an elegant cosmopolitan, quite the opposite of the seedy-looking, grubby, bare-ankled character he plays in "Lord Jim," a film by Richard Brooks in Super Panavision and Technicolor for Columbia release and now playing at the Theatre with Peter O'Toole in the title role.

A top international star since he went to Hollywood in 1957 to play in "The Enemy Below," Jurgens is now a wealthy man who can afford the leisurely life, but just can't seem to find the time. "It's been a compulsion that I make three or four films a year, and play in the theatre. My wife, Simone, is extremely patient and follows me around the world packing and unpacking suitcases. I've promised that we shall stay put more often."

But then another role comes along before he has a chance to rest and it's off to some other part of the world. Such was the case with Cornelius, the role of a sniveling coward in "Lord Jim."

"This is the sort of character part I wanted to play a few years ago, when I decided it was time to accept middle age gracefully. Instead I got Brigitte Bardot as a leading lady, and my fan mail soared," explained Jurgens.

Wherever he goes, Hong Kong, Cambodia or London, his friends are in the world of diplomacy or big business, rather than members of the show business crowd. But in spite of the international gloss, Jurgens is a highly skilled professional actor who more than holds his own with O'Toole and his "Lord Jim" co-stars—James Mason, Eli Wallach, Jack Hawkins, Paul Lukas, Akim Tamiroff and Daliah Lavi.

HAPPY NEW YEAR!

Thousands of curious Chinese turned out one day during Hong Kong location filming to watch writer-director Richard Brooks re-stage the Chinese New Year ceremony of the Dance of the Dragon in a picturesque local market street for his new film, "Lord Jim," which stars Peter O'Toole in the title role. The Columbia release, in Super Panavision and Technicolor, is now at the Theatre.

The Hong Kong spectators were motivated by historical curiosity more than anything else. The gay, colorful Chinese New Year ceremony, with its attendant percussion band and exploding firecrackers, is a familiar attraction in Chinese communities in the West. But among Chinese in the East, it is regarded as out-of-date, a very old-fashioned custom, indeed.

When Brooks accurately re-staged the ritual for an atmospheric sequence in "Lord Jim," many of the young Chinese present saw the ceremony for the very first time.

THE MUSIC

Academy Award-winning composer Bronislau Kaper is responsible for the score for "Lord Jim," a film by Richard Brooks now at the Theatre with Peter O'Toole in the title role.

Kaper, who won an Oscar in 1953 for the score of "Lili," has composed the music for many films, including "Gaslight," "Green Dolphin Street," "The Forsythe Saga" and "Auntie Mame." His most recent score was for "Mutiny on the Bounty."

Brooks directed from his own screenplay, based on the Joseph Conrad novel. "Lord Jim" was filmed in Super Panavision and Technicolor for Columbia Pictures release.

AKIM TAMIROFF

"It used to be 'Join the Navy and See the World.' Now it's 'Join the Film Business and See the World.'"

So says veteran character actor Akim Tamiroff who is co-starred in "Lord Jim," a film by Richard Brooks in Super Panavision and Technicolor, released by Columbia Pictures and starring Peter O'Toole in the title role at the Theatre. Tamiroff's professional travels in the twelve months prior to the shooting of "Lord Jim" took him to Spain, for a film with Alain Delon and additional shooting on Orson Welles' film version of "Don Quixote"; to Paris for an off-beat part in a nouvelle vogue drama; and to New York and Hollywood for filmed television plays. For "Lord Jim," Richard Brooks' large-scale film adaptation of the famed Joseph Conrad novel, Akim Tamiroff found himself headed for Hong Kong and Cambodia.

Although he is a great Hollywood fan and a tremendous admirer of California living, Tamiroff believes the changes in the film industry are for the best.

"When I first worked in Hollywood, if a director wanted to shoot on location he went to the Studio Location Department and said, 'I need a jungle paradise on a river bank.' He was then told 'Walk ten miles down Sunset Boulevard and turn left. You'll find a vacant lot there where we once planted two palm trees. You can fake it there.'"

"Nowadays things are entirely different. Richard Brooks, who wrote and directed 'Lord Jim,' made five separate trips to the Far East in search of locations. He spent five months travelling in South-East Asia before he decided where he wanted to make his picture. The point is that this film looks and smells and sounds like the Far East, where the story is actually set. That's the way to make movies."

Tamiroff stars in "Lord Jim" with O'Toole, James Mason, Curt Jurgens, Eli Wallach, Jack Hawkins, Paul Lukas and lovely Daliah Lavi as "The Girl."

PETER O'TOOLE

Peter O'Toole, who refuses the use of a stunt man to double for him during filming of dangerous action sequences, usually collects a number of injuries while making a movie. During the making of "Lawrence of Arabia," O'Toole sustained numerous cuts and bruises, a shattered collarbone and a wrenched back when he fell from charging camels on two separate occasions. However, O'Toole managed to survive the hazards of filming "Lord Jim" a film by Richard Brooks for Columbia Pictures release now playing at the Theatre in Super Panavision and Technicolor.

On location in Hong Kong and Cambodia he came through without a scratch while engaging in such derring-do as taking a one-handed ride on a freight sling at the end of a giant crane during a speedy trip from the cargo hold of a huge trading vessel to the deck of a Chinese junk; single-handedly battling a fire aboard a 20-foot dinghy with a barrel of beer; making a flying dive into the snake-infested Kampot River in Cambodia from the bow of a wooden barge seconds before its cargo of gunpowder exploded.

Peter O'Toole was born in Connemara, County Galway, and



Mat 1C; Still No. 2895

Peter O'Toole as Lord Jim and Daliah Lavi as "The Girl" are shown above in a dramatic scene from "Lord Jim," a film by Richard Brooks. Based on the Joseph Conrad novel, a Columbia Pictures release in Super Panavision and Technicolor, "Lord Jim" also stars James Mason, Curt Jurgens, Eli Wallach, Jack Hawkins, Paul Lukas and Akim Tamiroff.

educated at schools in Ireland and the north of England. He had a brief fling as a journalist in Leeds before enrolling at the Royal Academy of Dramatic Arts. He got his first professional experience with the Bristol Old Vic, where he played 73 different roles — ranging from Jimmy Porter in "Look Back in Anger" to "Hamlet"—in three and half years. O'Toole made his London stage debut in a musical "Oh Mein Papa," and spent the rest of that same year touring England in "The Holiday" with a young Welsh actress, Sian Phillips, whom he later married.

O'Toole's second London play, "The Long and the Short and the Tall," earned him a "Best Actor of the Year" award and the Paris Festival Award. He turned down the film offers that followed, to work at the Stratford-on-Avon Memorial Theatre.

It was at this point in his fast-rising career that O'Toole devoted more than a year to filming "Lawrence of Arabia" in the remote deserts of Jordan.

Written for the screen and directed by Richard Brooks, "Lord Jim" is based on the novel by Joseph Conrad. Starred with O'Toole are James Mason, Curt Jurgens, Eli Wallach, Jack Hawkins, Paul Lukas, Akim Tamiroff and lovely Daliah Lavi as "The Girl." The film is a Columbia-Keep Films co-production.

JOSEPH CONRAD

The writers of original story material for motion pictures are rarely referred to in any publicity which emanates from a studio.

Not so in the case of Joseph Conrad, whose most famous novel, "Lord Jim," has been made into a film by Richard Brooks for Columbia Pictures release. Peter O'Toole stars as Lord Jim, in Super Panavision and Technicolor, at the Theatre. With 27 other world-famous novels, translated into 24 languages, Joseph Conrad cannot easily be relegated to the limbo of oblivion.

Conrad's life was almost as dramatic and exciting as what he wrote into his books. What is especially extraordinary about this very special man is that he was born Teodor Jozef Konrad Nalecz Korzeniowski of a Polish family in the Ukraine. And this man, who had not spoken a word of English before he was 21, became one of the world's most distinguished literary figures, read and enjoyed by millions.

For "Lord Jim," which stars O'Toole, James Mason, Curt Jurgens, Eli Wallach, Jack Hawkins, Paul Lukas, Akim Tamiroff and Daliah Lavi as "The Girl," Richard Brooks wrote the screenplay and directed the film with consummate skill and fidelity to Conrad's original story. The players were equally devoted in their roles and appreciation of Conrad's brilliant characterization of "Lord Jim," the classic study of a man's cowardice and search for atonement.

At the age of thirty-one, Conrad came to London for a rest after fifteen years at sea—a long period of adventure, first as a seaman aboard clipper ships, later as first officer. Beginning at the age of fifteen, Conrad suffered hardship, shipwreck and other accidents sailing the Seven Seas from Marseilles to Singapore. Much of these years and experiences are in "Lord Jim."

He was as noted for his profound psychological insights as for the superb authenticity of his seafaring backgrounds. And this, too, is found in the telling of Lord Jim's inner torment, his desperate attempt to redeem his lost honor.

WORLD FAMOUS

Peter O'Toole, who skyrocketed to international motion picture stardom on the strength of the unanimous critical acclaim for his portrayal of Lawrence in "Lawrence of Arabia," now stars at the Theatre in "Lord Jim," a film by Richard Brooks in Super Panavision and Technicolor. A Columbia release, "Lord Jim" is based on the novel by Joseph Conrad, one of the enduring works of literature. First serialized in Blackwood's Magazine in 1899, "Lord Jim" has been translated into 24 languages around the world.



Mat 2C; Still No. 2170

Peter O'Toole as Lord Jim battles jungle raiders in the new Columbia Pictures release, "Lord Jim," a film by Richard Brooks based on the Joseph Conrad novel. In Super Panavision and Technicolor, the screen drama also stars James Mason, Curt Jurgens, Eli Wallach, Jack Hawkins, Paul Lukas and Akim Tamiroff.



Mat 1D; Still No. 3161

Eli Wallach as a bearded jungle warlord and Curt Jurgens as a cowardly accomplice are among the stars of "Lord Jim," a film by Richard Brooks based on the Joseph Conrad novel. Peter O'Toole tops the cast of the Columbia release as Lord Jim, and others starred in Super Panavision and Technicolor are James Mason, Jack Hawkins, Paul Lukas, Akim Tamiroff and Daliah Lavi as "The Girl."

JAMES MASON

There's a world of difference between designing a theatre and play-acting in one. How this led James Mason to stardom in more than 75 films, instead of working at a drawing board, is something which still puzzles Mason. The actor is currently starred in "Lord Jim," a film by Richard Brooks now playing at the Theatre. Peter O'Toole plays the title role in the Columbia Pictures release, in Super Panavision and Technicolor.

At Cambridge University, Mason's interest in the 'theatre' was perfunctory, if not altogether nil. His first love was architecture, and he was the recipient of two university degrees in that highly regarded profession. To this day, Mason simply cannot explain whatever possessed him to answer an ad in a theatrical trade paper—which he found in a barber shop—for a young actor to join the cast of a touring melodrama. To his surprise, and a little disconcerted by his audacity, he got the job.

Now one of the top international stars in every medium of the entertainment world, Mason has the enviable ability to play romantic leads, 'heavies' and 'character' roles—whatever interests him. In "Lord Jim," Mason plays the key role of a 19th century buccaneer in Southeast Asia named Gentleman Brown. What with a heavy beard, which is almost a disguise, and a battered derby as part of his dilapidated wardrobe, Mason is hardly recognizable—until you hear the vibrancy and the eloquence of the now-famous Mason voice.

RICHARD BROOKS

Richard Brooks is a disconcerting man to meet. A man of many talents and accomplishments, he still manages to maintain his reserve, his quiet modulated voice, his self-effacement and his amazing poise under the most trying circumstances, and there were many during the filming of "Lord Jim," the Columbia Pictures release starring Peter O'Toole as Lord Jim in Super Panavision and Technicolor. Brooks is famous for such forthright, compelling motion pictures about American life as "The Blackboard Jungle," "Elmer Gantry," "Cat on a Hot Tin Roof" and "Sweet Bird of Youth."

Brooks says: "I was asked why I was filming 'Lord Jim' after having filmed so many pictures about my own time in America. 'Lord Jim' has a universal theme with which I believe every race, nationality and religious group can identify. It deals with a man's long struggle to atone for a single act of cowardice. What

man doesn't want a second chance?"

Brooks bought the motion picture rights to "Lord Jim" about six years ago. It took him more than two years to unravel the philosophy of the story—further evidence of his integrity about, and fidelity to, an author's original material, and an additional year in which to construct a film treatment. In December, 1961, Brooks began writing the screenplay, but decided to acquaint himself with the actual world Joseph Conrad had written into his story. He made six trips to the Far East, exploring the Malayan Archipelago and a score of harbors from the Philippines through the Java and China Seas and Indian Ocean, before finally settling on Hong Kong and Cambodian backgrounds.

"Lord Jim" also stars James Mason, Curt Jurgens, Eli Wallach, Jack Hawkins, Paul Lukas, Akim Tamiroff and Daliah Lavi as "The Girl."

DALIAH LAVI

The girl who was to portray Joseph Conrad's fabulous Eurasian heroine in "Lord Jim," a film by Richard Brooks for Columbia release now at the Theatre in Super Panavision and Technicolor, had to possess a special kind of beauty, a particular blending of race, and an equally unique temperament and acting ability. For Brooks, the writer-director of the screen version of "Lord Jim," which stars Peter O'Toole in the title role, these requirements led to a two-year globetrotting talent hunt during which he used studio space in London and Rome to screen-test dozens of actresses from as many countries.

But it wasn't until Brooks was only a month away from his start-of-filming in Hong Kong that he found the actress who possessed all the special qualities he envisioned in the Conrad heroine. She was 20-year-old Daliah Lavi, an Israeli actress born and raised in a kibbutz (cooperative farm) near Haifa.

"I chose Miss Lavi to play 'The Girl,' a Eurasian, not only because of her undeniable talent and beauty, but because her Middle-Eastern background personifies the perfect blending of East and West so necessary to the visual interpretation of Conrad's story," explains Brooks. He had seen Daliah in an Italian-made psychological drama called "The Demon," and had been so impressed by her appearance and her performance that he immediately had her traced, to a small town in the mountains of Yugoslavia where she was making another film. Brooks cabled her to meet him in Trieste and headed in that direction himself.

Daliah was at the Austrian border when she received a message to return to her Yugoslavia filming location at once. "We had been waiting five days for snow to do a big scene," Daliah explained. "So, the night I left to meet Richard, what happened? The biggest blizzard in 20 years. I had to go right back."

Brooks signed Daliah unseen and untested. She is the only female star in "Lord Jim," which also stars James Mason, Curt Jurgens, Eli Wallach, Jack Hawkins, Paul Lukas and Akim Tamiroff.

A sloe-eyed beauty, Daliah Lavi combines a fiery temperament with exotic innocence and age-old wisdom, a combination which Brooks had almost despaired of finding until he discovered Miss Lavi.

Although Miss Lavi has surface sophistication acquired through living in three world capitals, plus a fluent command of English, Swedish, Hebrew, French and Italian, she has remained a basically simple girl.

"Lord Jim" is a Columbia-Keep Films co-production with music by Bronislau Kaper.

JACK HAWKINS

Despite his early conviction that he was no matinee idol, and that cameramen would never make him look like one, Jack Hawkins is one of the many stars in "Lord Jim." A film by Richard Brooks in Super Panavision and Technicolor for Columbia release with Peter O'Toole in the title role, "Lord Jim" is now playing at the Theatre. Hawkins, who has attained enviable film, stage and television fame, appears as Marlow, the ship's captain who tells the story of Lord Jim.

Hawkins got his professional start in a parish church choir. His excellent singing voice led some friends to arrange a meeting with the principal of a school for young actors. That started him off.

His rugged face, his 6 foot one height, and his solid 180 pounds have contributed mightily to many of the roles Hawkins has played, usually on some rough and tough film location. "Lawrence of Arabia," "Bridge on the River Kwai" and now "Lord Jim" could hardly be considered drawing room assignments.

"Lord Jim" is based on the novel by Joseph Conrad. Starred with O'Toole and Hawkins are James Mason, Curt Jurgens, Eli Wallach, Paul Lukas, Akim Tamiroff and Daliah Lavi as "The Girl."

PAUL LUKAS

Students of Joseph Conrad who see "Lord Jim," a film by Richard Brooks at the Theatre, also will see a remarkable resemblance to Conrad in actor Paul Lukas, who plays Stein, in a cast headed by Peter O'Toole as Lord Jim. Lukas' appearance is a result of much research and thought by Brooks, who wrote and directed the Columbia Pictures' release in Super Panavision and Technicolor.

Brooks explains it this way: "Stein is a composite character based on Conrad's experience in the Far East, representing all that was good among the traders there at the turn of the century. He wrote about this kind of man in all his Far Eastern stories. All Stein's goodness and philosophy could be found in his own character, which was formed in the same way and in the same places."

"When I first met Paul Lukas, he was carrying the first American edition of 'Lord Jim' with a frontispiece of the Jo Davidson bust of Conrad. Lukas bore a superficial likeness to Conrad, and I decided I'd like him to grow a beard to underline this. It seemed the right concept."

Lukas, with patriarchal bearing, old-fashioned gabardine suit and waistcoat, gold watch chain and Panama hat, is the image of the author as an old man.

ELI WALLACH

"Film acting is like making love and being interrupted every two seconds by someone saying, 'Wait, hold it, we've got to change the lighting. Hold it. W-a-i-t!'"

So says Eli Wallach, a distinguished Broadway and screen actor who is currently starring in "Lord Jim," a film by Richard Brooks in Super Panavision and Technicolor. A Columbia release with Peter O'Toole in the title role, and now playing at the Theatre, "Lord Jim" also stars James Mason, Curt Jurgens, Jack Hawkins, Paul Lukas, Akim Tamiroff and Daliah Lavi as "The Girl." Wallach plays a Southeast Asian warlord; he has been a villain in most of his screen roles.

One who made Wallach's transition from stage to screen easier was director Elia Kazan, who had directed him in several Tennessee Williams plays on Broadway. It was Kazan who chose him for the villain's role in "Baby Doll," Wallach's first film.

"Kazan uses many stage techniques in his films, such as giving the actors plenty of rehearsal time," Wallach explained on the set of "Lord Jim." "But I've worked with many motion picture directors who spend hours lighting the scene, getting the props in place and checking out all the technical details. Then they scream for the actor, push him into position, yell 'Action!' and expect him to turn it on—just like that."

Originally determined to become a teacher, Wallach completed his education with a Master's degree from the City College of New York in 1938. But there were few teaching jobs available in that end-of-the-depression era, and Wallach was encouraged by his parents to try for a career in the theatre.

Wallach trained with the well-known Neighborhood Playhouse in New York and made his professional debut in an Equity Theatre presentation of Tennessee William's one-act, "This Property is Condemned." When the Actor's Studio was formed in 1948 by Kazan and playwright Williams, it led Wallach to leading roles in the Broadway productions of "The Rose Tattoo" and "Camino Real" and his first film part in "Baby Doll." He has recently appeared on the screen in "The Magnificent Seven," "The Misfits," "How the West Was Won," "The Victors," "Act One," "The Moonspinners" and "Kisses For My President."

FROM ALL OVER!

There is a unique cosmopolitan flavor to the cast of "Lord Jim," a film by Richard Brooks in Super Panavision and Technicolor for Columbia release at the Theatre with Peter O'Toole in the title role.

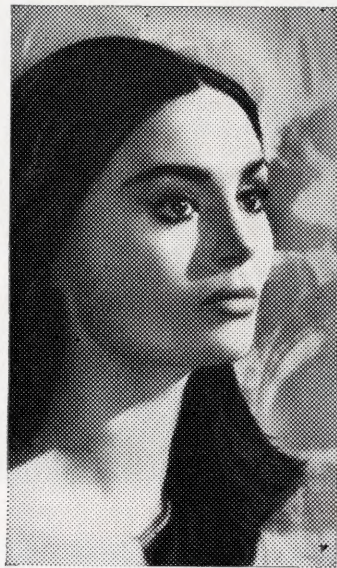
Nationalities represented are Irish-English (O'Toole), Austrian (Curt Jurgens), Hungarian-American (Paul Lukas), American (Eli Wallach and Richard Brooks), Japanese (Ichizo Itami and Tatsuo Saito) and Israeli (Daliah Lavi who plays "The Girl").

The actors could converse among themselves fluently in English, German, Spanish, Italian, Irish, Dutch, Japanese, French and Hebrew, and O'Toole even had some Arabic left over from his "Lawrence of Arabia" days.

They left their homes in Spain, France, Switzerland, Austria, Israel—in New York, California, Tokyo, Rome, Dublin, Paris and a suburb of London to journey to Cambodia and Hong Kong for the film. Truly, the motion picture screen encompasses a wide, wide, wide world!

Based upon the famous novel "Lord Jim" by Joseph Conrad, Richard Brooks wrote the screenplay and directed the film as a Columbia-Keep Films co-production.

Mat 1A; Still No. 3835
PETER O'TOOLE
as Lord Jim



Mat 1B; Still No. 3563
DALIAH LAVI
as "The Girl"

CAST

Lord Jim	Peter O'Toole
Gentleman Brown	James Mason
Cornelius	Curt Jurgens
The General	Eli Wallach
Marlow	Jack Hawkins
Stein	Paul Lukas
The Girl	Daliah Lavi
Schomberg	Akim Tamiroff
Waris	Ichizo Itami
Du-Ramin	Tatsuo Saito
Brierly	Andrew Keir
Robinson	Jack MacGowran
Malay	Eric Young
Capt. Chester	Noel Purcell
Capt. of Patna	Walter Gotell
Moslem Leader	Rafik Anwar
Elder	Marne Maitland
Doctor	Newton Blick
Magistrate	A. J. Brown
French Officer	Christian Marquand

CREDITS

Written for the screen and Directed by	Richard Brooks
Based on the novel by	Joseph Conrad
Production Designer	Geoffrey Drake
Photographed by	Frederick A. Young, B.S.C.
Music	Bronislau Kaper
Conducted by	Muir Mathieson
Advisor in Oriental Music	Professor Mantle Hood, UCLA
Film Editor	Alan Osbiston
Costume Designer	Phyllis Dalton
Chief Makeup	Charles Parker
Production Manager	Rene Dupont
Assistant Director	Roy Stevens
Camera Operator	Ernest Day
Story Editor	Arthur Knight
Sound Recordists	Paddy Cunningham, Bob Jones
Wardrobe Supervision	John Wilson-Apperson
Sound Editor	Chris Greenham
Music Editor	Peter Zinner
Art Directors	Bill Hutchinson, Ernest Archer
Special Effects	Cliff Richardson, Wally Veevers
Property Master	Eddie Fowlie
2nd Assistant Director	Michael Stevenson
Hairdresser	Gordon Bond
Continuity	Angela Martelli

A Film by Richard Brooks

Filmed in Super Panavision® Technicolor®

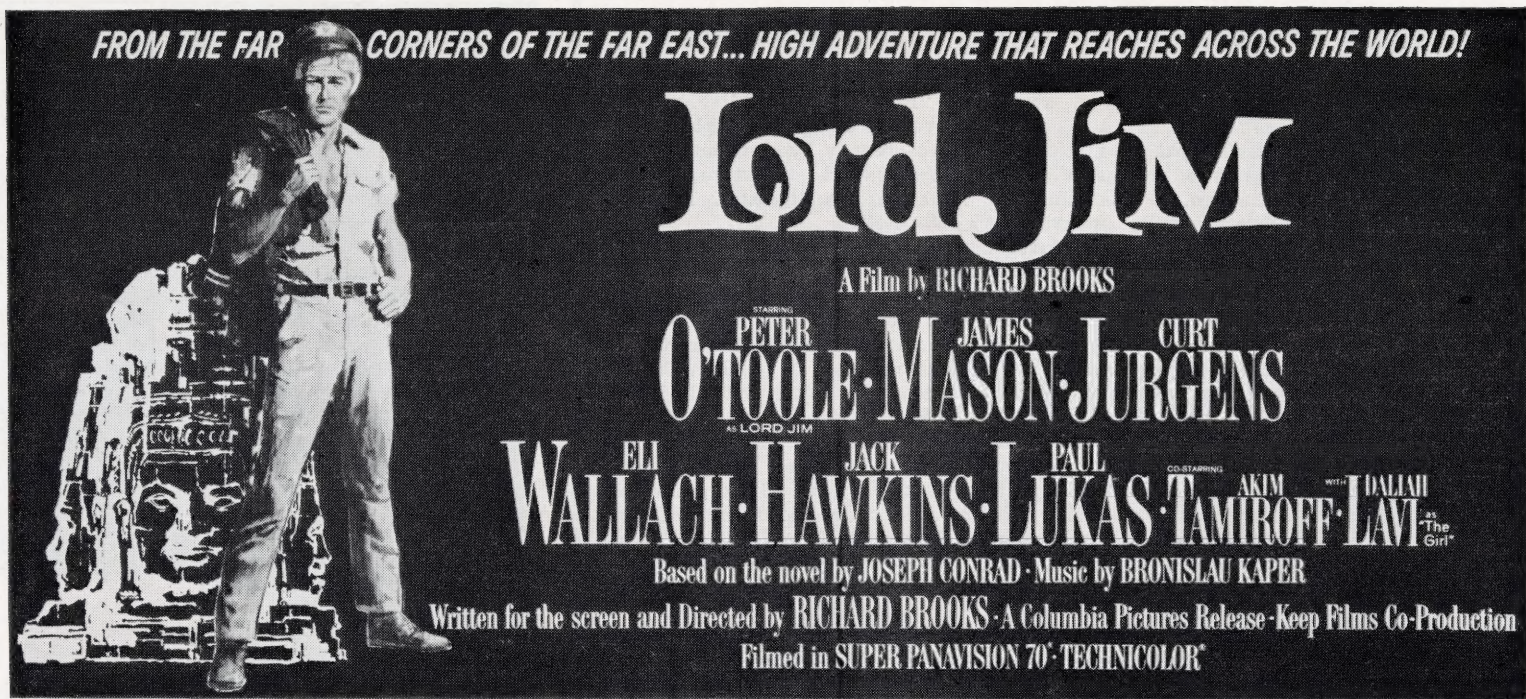
A Columbia Pictures Release-Keep Films Co-Production

STORY

(Not for Publication) — Jim, a ship's officer in the Mercantile Marine, is an incurable romantic and idealist, a dreamer of heroic dreams who yearns for the day when his mettle will be tested and proved. When that day comes, on the pilgrim ship S.S. Patna sailing Eastern seas, Jim's overactive imagination betrays him. In a moment of weakness, Jim commits an act of cowardice that results in the cancellation of his sailing papers and his expulsion from polite Western society.

Jim's search for a second chance takes him deep into the unmapped jungles of the East, to a trading post in Patusan, where a feudal warlord is terrorizing the peace-loving native population. In Patusan, Jim's search for redemption and the second chance to prove himself comes full circle as the spectre of his former cowardice is resurrected and his courage is tried once again in a time of crisis. This time he is judged not by the unwritten moral laws of the West, but by the strict code which guides the people of the ancient Eastern civilization of Patusan.

Running Time: 154 Minutes



24-SHEET



6-SHEET

3-SHEET

'Lord Jim' Accessories

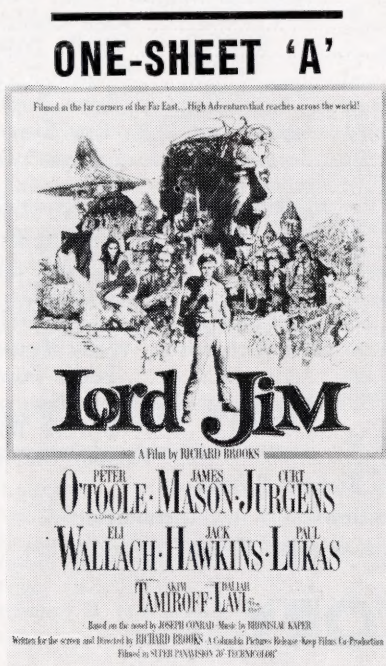
- 24 SHEET
- TEASER 24-SHEET
- SIX SHEET
- THREE SHEET
- ONE SHEET 'A'
- ONE SHEET 'B'
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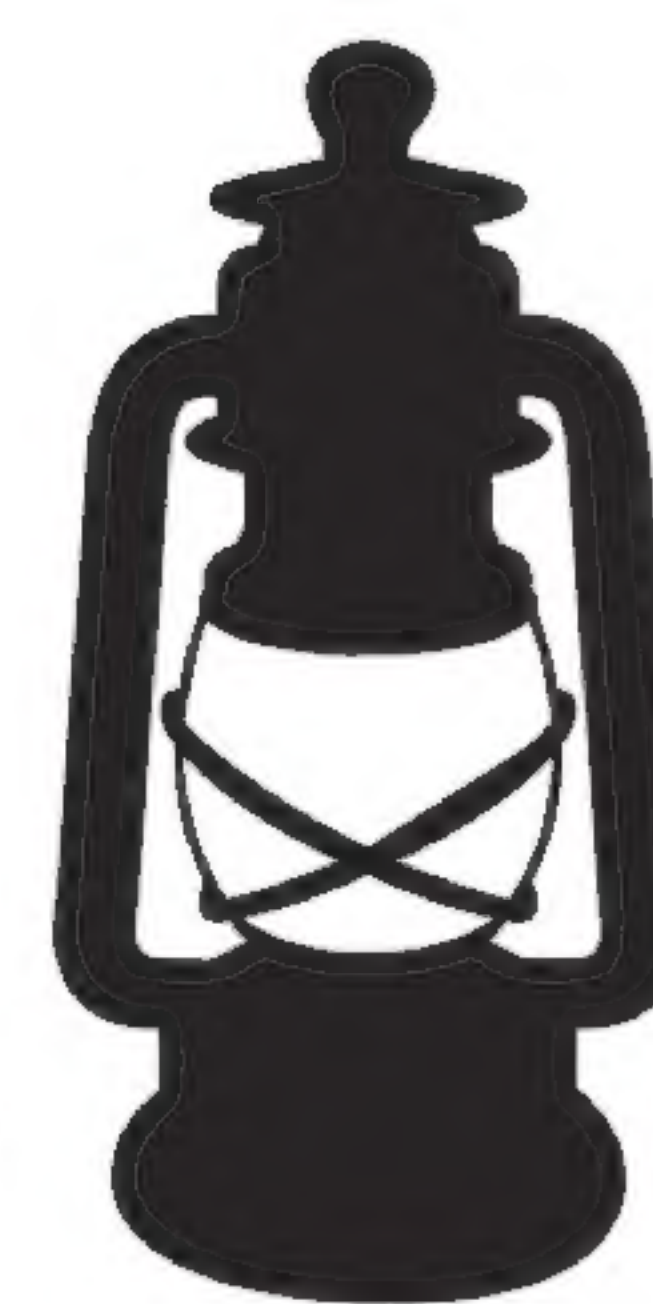


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